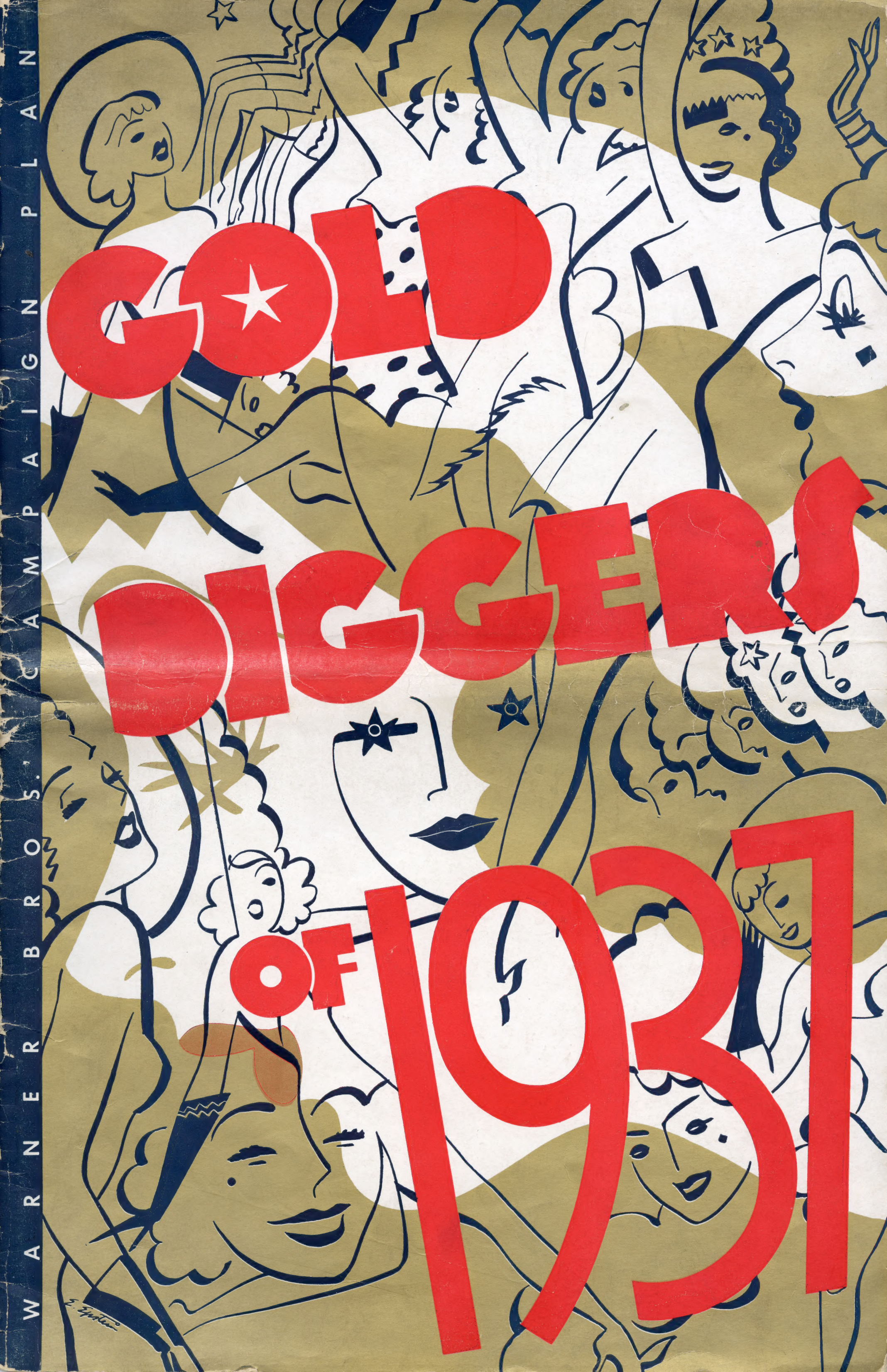




WARREN BROS. CAMPAIGN PLAN

GOLD

DIGGERS

OF 1951

Now-FOR ITS 5TH AND

MORE STARS

DICK POWELL • JOAN BLONDELL

VICTOR MOORE • GLENDA FARRELL • LEE DIXON

OSGOOD PERKINS • ROSALIND MARQUIS

MORE SONGS

Tuneful Melodies by Those Famous Creators of
Song Hits, Warren & Dubin and Arlen & Harburg

MORE GIRLS

Scores of Hollywood's Most Gorgeous Beauties
and Talented Singers in Thrilling Spectacles

MORE DANCES

Sensational Dance Ensembles of Unusual Beauty
Originated and Directed by Busby Berkeley

MORE ROMANCE

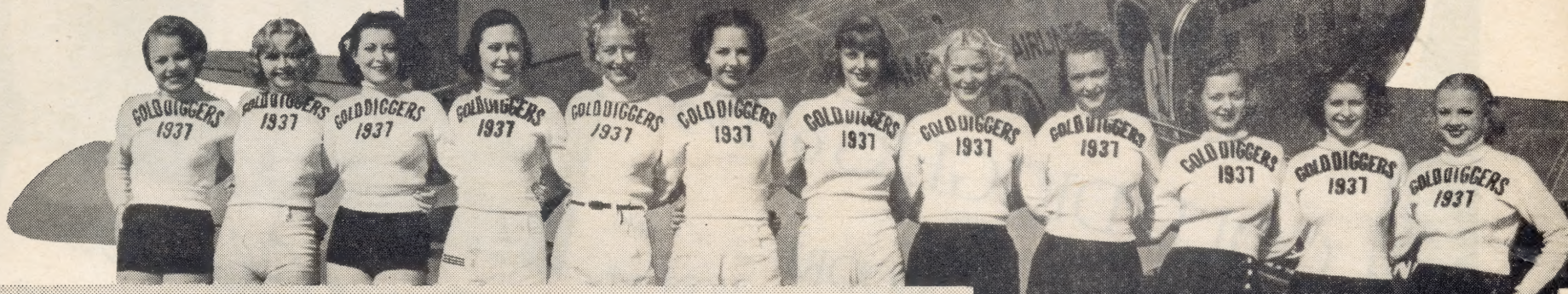
Thrills, Action and Suspense in a New and
Rushing Story Based on a Broadway Stage Hit

MORE LAFFS

Director Lloyd Bacon at His Best With An All
Star Cast and Vehicle Worthy of His Finest Efforts

backed by

BIGGEST EDITION!



THE GREATEST NATION WIDE EXPLOITATION CAMPAIGN EVER GIVEN A FILM MUSICAL

»
A plane full of beautiful Gold Diggers—chorus girls and principals, traveling the skyways, have made personal appearances in America's key cities, under the sponsorship of governors, mayors and civic organizations.

»
A national advertising campaign in magazines and newspapers heralds the return of the Gold Diggers.

»
National tie-ups—plenty of them—to supplement your own window displays and newspaper advertising.

»
A practical press book, replete with inexpensive suggestions for exploitation, publicity to meet every demand, and an ad section you can really use.



Official Billing

WARNER BROS.
Pictures, Inc. present

DICK POWELL
JOAN BLONDELL

in
GOLD DIGGERS of 1937

with
VICTOR MOORE
GLEND A FARRELL — LEE DIXON
OSGOOD PERKINS — ROSALIND MARQUIS

Music and Lyrics by
Harry Warren & Al Dubin

and
Harold Arlen & E. Y. Harburg
Directed by LLOYD BACON
Musical Numbers Created and Directed by
BUSBY BERKELEY
A First National Picture

Cast of Characters

10%	Rosmer Peek.....	Dick Powell
	Norma Perry.....	Joan Blondell
10%	J. J. Hobart.....	Victor Moore
	Genevieve Larkin.....	Glenda Farrell
40%	Boop Oglethorpe.....	Lee Dixon
5%	Morty Wethered.....	Osgood Perkins
25%	Sally.....	Rosalind Marquis
5%	Hugo.....	Charles D. Brown
	Irene.....	Irene Ware
	Andy Callahan.....	William Davidson
	Dr. MacDuffy.....	Olin Howland
	Dr. Bell.....	Charles Halton
	Dr. Warshof.....	Paul Irving
	Dr. Henry.....	Harry C. Bradley
	Chairman.....	Joseph Crehan
	Lucille Bailey.....	Susan Fleming

Production Staff

Director.....	Lloyd Bacon
Director of Production Numbers.....	Busby Berkeley
Screen Play by.....	Warren Duff
Stage Play ("Sweet Mystery of Life") by.....	
	Richard Maibaum, Michael Wallace and George Haight
Photography by.....	Arthur Edeson, A.S.C.
Film Editor.....	Thomas Richards
Art Director.....	Max Parker
Gowns by.....	Orry-Kelly
Musical Director.....	Leo F. Forbstein

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★ **EXPLOITATION** ★



"GOLD DIGGERS OF 1937" EXPLOITATION



THE BIGGEST PRE-PLAYDATE BUILD-UP IN THE HISTORY OF SHOW BUSINESS



FLYING CARAVAN OF CHARM HERALDS OPENING OF SHOW

WARNER BROS. have given "Gold Diggers of 1937" the biggest and most sensational advance promotion campaign in the history of film musicals.

In addition to the spectacular personal appearance of 12 of Hollywood's most beautiful dancing girls, hand picked by Busby Berkeley from the Gold Diggers chorus, the American Airlines flagship on which they travelled to America's key cities had as passengers Jeanne Madden, singing star of "Stage Struck," Rosalind Marquis, featured player in "Gold Diggers," and Fred Lawrence, a young Warner Bros. star, who acted as master of ceremonies.

Resulting from this one promotion alone have been feature stories in every important newspaper in the country, news breaks carried over national news service wires, radio broadcasts from all important stations, a big Scripps Howard newspaper chain contest, and best of all, millions of movie fans eagerly awaiting your opening date through addresses by governors, mayors, and civic organization officials who have sponsored the visits of the "Gold Diggers" and who have appeared with them at banquets, receptions and on the stages of local theatres.

CASH IN ON THIS PUBLICITY

The excitement created by the plane load of beauty will continue right up to the opening day. All American Airline ports are placarded, Buick

has taken 1000 line copy to welcome the plane and all show room windows carry cards. The trail has been blazed. Carry it on with

YOUR BIGGEST LOCAL CAMPAIGN

THE KEY CITIES VISITED IN THE GOLD DIGGERS GOOD WILL TOUR

Los Angeles
El Paso
Fort Worth
Dallas
Memphis
Milwaukee
Chicago
Detroit

Cleveland
Pittsburgh
Washington
Philadelphia
Boston
Providence
New York
Albany

Syracuse
Buffalo
Columbus
Cincinnati
Indianapolis
Kansas City
Denver
San Francisco
Salt Lake City



"GOLD DIGGERS OF 1937"

★ ★ ★ ★ ★ EXPLOITATION



SELLING WITH GIRL BALLY'S

GIRL GOLD RUSH



For your opening day, dress up a couple of pretty girls in some short trunks and shirts. Have them lead a couple of mules, donkeys, or old pack horses, with picks and shovels slung across the saddles. They go through the main streets, girl in the lead, or mules, carrying a banner reading "We're the 'Gold Diggers of 1937' prospecting at the Theatre this week."

NO GOLD DIGGER

Station a pretty girl on a busy street corner, handing out fake money to all passersby. Sign on her back reads: "I'm no Gold Digger. They're all over at the Strand."

'49-ers TRUCK

Hire the biggest delivery truck you can find in town, and send it around the streets carrying a load of girls dressed in "49-er" costumes. Banners on the truck carry your plug; *There's gold in that there Theatre.*

BEAUTY CONTEST

Here's your golden opportunity for a "Gold Diggers" beauty contest that will show results at the box-office. A vote for the town's prettiest girl goes with each ticket purchased. Publish results every day, and of-course, a prize for the winner.

MAKE MOVIES ON STREET



hand out heralds. Showing the reel at the theatre will bring in a flock of patrons to see themselves on the screen.

FIND TOWN'S GOLD DIGGER IN NEW TYPE OF CONTEST

Bring every woman in town into your show with this search for your town's ideal Gold Digger type girl. Idea is to find girl who measures up to the "Gold Digger of 1937" standards, which are: Height—5' 7", Hips—35", Waist—26", Bust 34", Ankles—7". Here's the complete set-up:

MEASURING UP

Have a woman stationed in the lobby to measure each feminine patron as she comes in, keeping a record of all measurements along with patron's name.

THE GRAND PRIZE

Tie up with one of the department stores to provide a week's job as a model to the Town Gold Digger. If this isn't feasible, give her a credit slip at the store for about twenty-five dollars plus as many personal appearances as you can get.

A WINNER EVERY NIGHT

Promote some small prizes, and at the end of each performance announce the winner for the evening, asking her to step up on the stage and receive her prize. If she's willing—have her do a song and dance for the audience. Stores should be glad to co-

operate on the prizes, if you mention their names in making the award.

LAST NIGHT AWARD

Keep your final showing up to opening night business by announcing through stores and ads that the Town's Gold Digger will be selected then. Invite all the previous prize winners to come again as your guests, so that the winner you select will be sure to be at the theatre.

WINNING FINALE

After holding the final performance, ask all the winners to step up on the stage. With the aid of a good master-of-ceremonies you can build this up into a swell act. The girls perform, and as a finale, you name the Town's Gold Digger—the girl who comes nearest to measuring up to the Gold Digger standards. Or you might let audience applause select the winner.

SHOW OUTSIDE

Bring in passersby with a "side show." A small stage erected outside of your theatre (you can work it in as part of your front) and a couple of dancing girls will do the trick. Your head usher can act as spieler, and you run a two or three minute show every half hour, just as they're handled at carnivals.

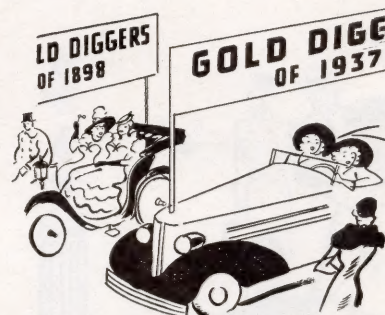
GIRLS ON STRIKE

Have your theatre picketed by some girl strikers. Their signs read: "We are picketing the 'Gold Diggers of 1937' They struck gold and started a gold rush to the Strand Theatre." Of course they don't have to confine their picketing to front of theatre, and they can hand out heralds up and down Main Street.

MEET ME AT THE STRAND

On opening day, turn about five "Gold Diggers" loose in one or more department stores. Announce in your ad that first ten men who identify the gold diggers will receive ducats. If they approach a girl and say "Meet me at the Strand"—and don't receive a haughty snub, they will be rewarded with a sweet smile, and a pair of tickets for any performance that they care to attend. If the stunt goes over, you can, of course, continue it every day during the run of the show, changing girls every day, so that they won't be "spotted."

1898 TO 1937



Stir up Main Street by having a couple of girls dressed in crinoline costumes drive a horse and buggy around town. Some more girls dressed in scanty costumes follow them in a brand-new roadster. Signs read respectively, "Gold Diggers of 1898" and "Gold Diggers of 1937."

CROONING TRIO

A week or so before your show opens, hire three harmonizing girl-crooners, call them "The Three Gold Diggers," and have them plug the songs from the show. Music stores, hotel lobbies, restaurants, and department stores will be happy to have them drop in and entertain.

GIRL PARADE

Take the town by storm with a parade of feminine beauty. Assemble a crowd of girls, dress them in military costume, and send them out to parade the streets carrying appropriate signs.

CANDIDCAMERA

Tie-up with local newspaper's roving photographer. He goes around to the social gatherings, and takes pictures of any girls he sees who look like the Gold Digger type. Girls who get their pictures published can claim ducats upon presentation of photo.





"GOLD DIGGERS OF 1937" EXPLOITATION



STUNTS FOR YOUR THEATRE

TOSS BRACELETS ON ARM



Have your artist make up a good-sized forearm and hand—on feminine lines—out of papier-mache, and set up same in lobby. Barker in true Coney Island fashion dares patrons to toss bracelets on to arm, offering the usual ducats to anyone who can do this ten times in succession. Of course, bracelets, which are supplied by you, are only gilt, but this shouldn't detract from the fun. If you want to

give stunt that real side show flavor, surround display with kewpie dolls and other novelties. Might even supply some calliope music. Sign around display reads: "Are you a skilful sugar daddy? Try tossing the bracelets on the Gold Digger's arm." Possibly department store will loan you a plaster "arm" for the stunt, thus cutting cost down to almost nothing.

PERFECT GIRL DISPLAY

Lobby display of the perfect Gold Digger girl will have the whole town staring. Make a blow-up scene still showing one of the girls in the process of being measured. Set it up on compo board, and have some natural colors added. On one side of her is cardboard giving her measurements, with ribbons running from board to part of body measured, as shown. To save you trouble we've gotten the average measurements. They are: Height—5' 7"; Bust—34"; Waist—26"; Hips—35"; Thighs—16"; Calf—13½"; Ankle—7". Order still GD Pub. A315 with the usual 10c, from the Campaign Plan Editor, 321 West 44th St., N. Y. C. This display can be worked in very neatly with the Beauty Contest suggested on Page 7.



GOLD DIGGER 'TOOLS'

Make up lobby display comparing 'tools' used by the old fashioned and the modern, or Warner Bros. type of Gold Digger. For the 'old' have lipstick, powder, perfume, etc.; for the 'new' there should be a few very good books, classics, even a cook book, diploma and anything else along the same lines you can think of. This stunt should flatter the modern girl and at the same time hand the men a laugh. And if you want to give it that authentic flavor, perhaps you can tack up a few feature stories along these lines, gathered from newspaper morgue.

SHOW WEDDING CAKE

Another angle you should play up in exploiting this picture is the Dick Powell and Joan Blondell wedding, which received nation-wide publicity. Local 'cakery' ought to be willing to donate huge wedding cake for display in lobby. Placed on top of cake are small doll figures dressed as bride and groom with names 'Joan' and 'Dick' tagged on to them. After a few days, you can cut the cake, inviting kids and others to join the party. Capitalizes on wedding for you and leaves patrons favorably impressed by your generosity.

BOX OFFICE DISPLAY

Attractive flash front to go on top of box office would be animated cutouts of Blondell and Powell, showing Joan tripping gaily on her way, scattering coins hither and yon, with Dick following madly after. Motor moves Joan's arm and on its downward swing, lights flash on to give the effect of coins falling. Lights on entire display flash on and off, whole thing giving you sure-fire plug. Requires a little effort to set up but it's more than worth the try. Your lobby needs a good front and this one has just the right punch.

CHECK VALUABLES

Place booth in lobby attended by attractive girl for convenience of those who wish to check their valuables. Warning signs placed around booth "Check your valuables here so that the Gold Diggers can't get at them." Not the newest gag in the world but always good for a laugh, especially if you give it a few embellishments—safe, strong box, and a few more gag signs.

PLUG VIC MOORE

Victor Moore makes a swell subject for lobby display. He is known everywhere as the man who played Vice-president Alexander Throttlebottom in "Of Thee I Sing." Stills showing his fidgety mannerisms and facial contortions can be had at your local exchange.

FASHION TRENDS

Interesting lobby display would be to compare changes in women's fashions in the last eight years, using dates of 'Gold Digger' pictures for your comparison. For example, "The Gold Digger of 1929 wore this gown, etc."

POSTER CUT-OUTS



From
24-Sheet and 6-Sheet



From
24-Sheet and 6-Sheet



From
3-Sheet

From
24-Sheet and 6-Sheet

FAMILY ALBUM

You know, these Gold Digger girls have practically become a tradition, a byword in American life. Why not put a large scrapbook in the lobby and call it "The Gold Diggers Family Album—The Great American Family"? In it are scenes from the old "Gold Digger" pictures, with shots of Winnie Lightner, Ann Pennington, Nick Lucas, Joan Blondell, Ginger Rogers, Dick Powell, etc. Artist ought to be able to add touches that give display that "family album" look.

LOBBY BLOW-UP

Make blow-up of one of the spectacle number stills showing the Gold Diggers in action, and mount it in wooden frame. Lights arranged behind frame blink on and off, assuring you of swell eye-catcher.

GIRLS GO 'ROUND

Have cutouts of Gold Digger girls going 'round and round' marquee on endless belt. Might call it a "Parade of Gold Diggers."

"GOLD DIGGERS OF 1937" EXPLOITATION



COMPLETE MUSIC CAMPAIGN

TITLE PAGE



Illustration above shows the attractiveness of this film's music title page. Done in two stand-out colors — gold and black — it should make a swell attention-getter. They're FREE while they last and sure to go fast, so send your order in now.

GUESSING TUNES

Ever try a listening contest on the air? Co-operating radio station announces that it will broadcast ten recordings from past "Gold Diggers" films without mentioning the songs, or which of the series each one is from. It's up to the fans to identify the tunes with the film. Best ten sets of answers nab ducats for those with best memories. If you have no radio tie-up, the plan can be adapted to a lobby contest. Also good with moving sound truck with appropriate banners telling the complete story.

YOUR SONG TITLES

The following are the songs from the picture: "Gold Digger's Lullaby," "Let's Put Our Heads Together," "All's Fair In Love And War," and "Speaking of the Weather." Swell 'air' plugs.

BALLY RECORD

Regular 10 inch disc plugs film's songs in grand style. Allowance of 1 minute is made on each side for splicing. It gives you a swell chance to tell the folks about your show via P.A. system out front, on bally truck and over air. Yours for only 75c each. Send your order in now for advance plugging.

Hop on the bandwagon, you exhibs, and swing along to the sweet rhythm of the Harms music campaign. Everything you'll need for that music shop tie-up is included. And we've added several simple stunts on the music angle, so get going immediately. Title pages, window streamers, counter cards and bally records will be shipped on receipt of your order by:

SAM SERWER, Harms, Inc.
1260 - 6th Avenue, New York City

CONTEST FOR CROONERS

Tie up with local radio station for an amateur crooner contest. Singers can be notified through publicity stories and entry blanks in paper, lobby placards, ad underliners and throwaways. Contest can be held either in broadcasting studios, or, if you can arrange it, from your stage. Of course, contestants must sing songs from film, while announcer mentions your show. Film's songs are so varied that you'll find a song for every type of voice. So contest can be a continual plug for "Gold Digger" songs.

HARMS REPRESENTATIVES

If you're anywhere near the Harms Representatives listed below, it'll be well worth your while to contact them. They'll be only too glad to co-operate with you in getting across your music ballys on the film.

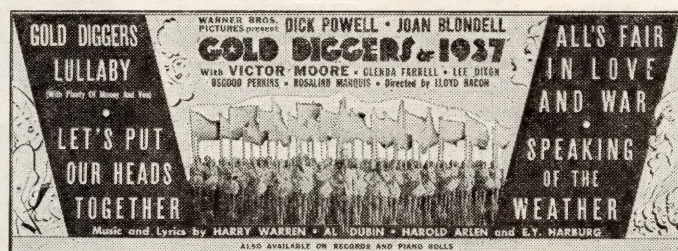
FRANK MACHADO
131 Arlington St.
Boston, Mass.

JOEY STOOL
54 W. Randolph St.
Chicago, Ill.

MERRELL SCHWARZ
1208 Central P'kway
Cincinnati, Ohio

LUCKY WILBER
5808 Sunset Blvd.
Hollywood, Calif.

WINDOW STREAMER



These brilliant gold and black window streamers will make a nice flash in music store windows. They measure 6 x 18 inches and are offered to you FREE in limited quantities. So we advise you to get set on them now. Simply write in and yours will be mailed right to you.

COUNTER CARD



Measuring 9 x 12 inches, this counter card is easel-backed and printed in black and red on 6-ply board. You can obtain any amount at 5c each, postage collect, by writing to your nearest Harms office.

DIGGERS' ANTHEM

That smash hit tune "We're In The Money" from "Gold Diggers of 1937" made the entire nation "Gold Digger" conscious. You'll create new interest by plugging that number over your P.A. system out front. The melody will bring back memories, meanwhile letting folks know you're playing the latest and greatest "Gold Diggers."

BAND PLUGGING

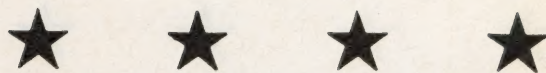
Your orchestra leader friends might go to town for you, devoting an entire program to hit tunes from past "Gold Diggers" productions. As a special, they can wind up their programs with a medley of the numbers of this film, dedicated to your showing. Of course they mention the songs and films in their spiels. It shouldn't be too tough an assignment for you.

RADIO SKETCH

Twelve minutes of delightful comedy, music and romance of the picture are incorporated in this radio sketch, leaving three minutes at beginning and end for your plug. A letter to the Campaign Plan Editor, 321 West 44th Street, New York City, will bring you a mimeographed copy for each member of the cast — at NO cost.



"GOLD DIGGERS OF 1937" EXPLOITATION



AMUSING 5-DAY CONTEST BASED

We think newspaper editors—and movie fans — will go for this interesting contest. Scenes and copy give hints, and entrants guess names of previous Blondell-Farrell pictures. Not too easy, not too hard — but a swell medium for getting across another plug for your big show. Five illustrations are available on Mat No. 501 — 50c. Order directly from Campaign Plan Editor, 321 West 44th Street, New York City.

(Lead Off Story)

Film Memories To Bring Rewards To Gold Digger Fans

Here's your chance, Film Fans, to cash in on your movie memories. Beginning tomorrow, and continuing for five days, the (newspaper) will test the ability of its readers to place two and two together and make them add up correctly.

The "two" involved are Joan Blondell and Glenda Farrell, who have played "gimme girls" together so often that they have become known as Hollywood's "Gold-diggers Nos. 1 and 2."

Each day for five days a scene from one of the pictures in which this pair of dough extractors have worked successfully will be shown, and every day ten fortunate (newspaper) readers will each receive two guest tickets to the Theatre where "Gold Diggers of 1937" will open on

There are only a few simple rules to be observed.

The prizes will be awarded daily, so all answers must be sent to the "Gold Diggers" Contest Editor of the (newspaper) before six o'clock of the day following the appearance of the particular scene.

Of course, trying for one prize does not bar a contestant from trying for another, but only one prize will be awarded to a single individual during the contest. However, anyone may submit as many answers as he or she pleases.

Joan Blondell is co-starred with Dick Powell in "Gold Diggers of 1937." Joan was also the star of the 1933 edition, at which time Dick was a comparatively unknown singing leading man. Now they are Mr. and Mrs., the wedding having taken place immediately after the present film was finished.

Incidentally, "Gold Diggers of 1937" is the fifth and best of the series. It's full of romance, melody, laughter and dancing. The songs were written by two famous teams of hit writers, Warren & Dubin and Arlen & Harburg. Busby Berkeley originated and directed the sensational ensembles in which more than 200 of Hollywood's most beautiful girls participate.

The stars, Dick Powell and Joan Blondell are supported by Glenda Farrell, Rosalind Marquis, Osgood Perkins, Lee Dixon, the eccentric dancer; and Victor Moore — Broadway's funniest funny man. While the gold diggers are at their giddiest, the story is a new one, rushing, riotous, and altogether exhilarating.

It begins in Atlantic City when a crowd of more or less plicated salesmen — returning by train from their convention, are waylaid, and laid away, by a troupe of stranded musical comedy show girls, Norma, Sally, Irene and Genevieve. What happens when the boys and girls get really into action results in one of the most

(1st Day Contest)

In What Film Did These Two Gold Diggers Appear?



Here is the screen's most famous gold-digging team, Joan Blondell and Glenda Farrell, as they appeared in one of their most noted pictures. If your memory of films you have seen is good enough, you may win a pair of guests tickets to the Theatre to see "Gold Diggers of 1937."

Start right now, Film Fans, and try to win a pair of tickets to see the picture for which you've waited two years. It's "Gold Diggers of 1937," and it has more laffs, more romance, more thrills, more sensational dancing, more catchy music, more beautiful girls than any of the others in the Gold Diggers series.

Two free tickets may be your's if you know the name of the film from which the above scene was taken.

It should be easy — so easy in fact, that the Contest Editor may have to increase his quota of prizes. But to be sure of getting your guest tickets, make certain that your answer is one of the first ten correct replies sent to the "Gold Diggers" Contest Editor of the (newspaper) before six o'clock tomorrow evening.

While this picture is easy to identify, just to fan the embers a bit, to start the ball rolling, we'll let you in on a little secret. Hugh Herbert appeared with the girls in this one. Hugh played a half-baked inventor who had an

uproarious comedies of this or any other season.

The contest begins in tomorrow's issue of the (newspaper) and the sooner you give the daily illustration the once over, the better will be your chance to get in with the correct names of the films from which the five scenes are taken.

(2nd Day Publicity)

Free Tickets To Theatre For Best Movie Memories

Some contest, folks! With hundreds of replies received before half the specified time had elapsed, the judges selecting winners for guest tickets to the Theatre to see "Gold Diggers of 1937" on, will surely have their hands full.

No one yet knows how many of the replies were correct. But one thing is certain, more than the ten pair of tickets originally offered will have to be awarded.

Now you have another chance.

Today, in the second of the five tests which will appear in the (newspaper), you will see a scene from a picture that appeared so recently even the youngest fan should remember it. The scene itself is a dead give away, so no one should have any trouble guessing the picture in which Joan Blondell and Glenda Farrell appeared, as shown, running a cane rack game in a sea-board amusement park.

We can't tell you any more or there wouldn't be any contest but this much we can say:

The first ten contestants who submit the correct title of the picture in which this scene appeared, to the Gold Diggers Contest Editor of the (newspaper) before six o'clock

tomorrow night, will each receive two tickets to the Theatre.

The luck winners will see Joan and Glenda at their old pranks but in a new story.

Dick Powell — lately married to Joan Blondell — has been given a number of sure fire song hits to sing — among them being "Gold Diggers Lullaby," "Let's Put Our Heads Together," "All's Fair in Love and War" and "Speaking of the Weather."

Featured in support of the stars are the inimitable Glenda Farrell — Victor Moore, the ludicrous Alexander Throttlebottom of "Of Thee I Sing" — Lee Dixon, Broadway's favorite eccentric dancer — Rosalind Marquis and many others. Hundreds of beautiful girls execute the intricate and dazzling dances created and directed by Busby Berkeley.

(2nd Day Contest)

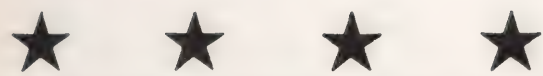
Your Movie Memory May Win Free Theatre Tickets



Well, look who's here! Joan Blondell and Glenda Farrell running a cane rack and defying all readers of the (newspaper) to name the film in which they appeared as above. Only one throw allowed and if you make the grade, you win two tickets to the Theatre to see "Gold Diggers of 1937" on

"GOLD DIGGERS OF 1937"

EXPLOITATION



ON OLD BLONDELL-FARRELL FILMS

(3rd Day Contest)

Have You Entered Novel 5-Day Movie Memory Tilt?



Here's the third scene from a Joan Blondell-Glenda Farrell picture offered as a test of movie memories. All the odds are with contestants for, as usual, we've given a few hints in the story to help them along. If you can identify the film from which this scene is taken you're in a good way to win a pair of guest tickets to "Gold Diggers of 1937" which opens at the Theatre on

Do you have trouble remembering people's faces? Do you instantly greet by name the party who has so effusively pounded you on the back? If you have no trouble of this sort, then you're just the party to enter the five day Memory Teaser Contest. If, on the other hand, you do have this difficulty, here's your chance to get in some good old fashioned memory practice, perhaps you'll be able to correct the fault before it gets you into any trouble.

This newspaper is conducting a five day Movie Memory Contest — this is the third day — and winners are receiving a pair of tickets to Warner Bros. "Gold Diggers of 1937" which comes to the Theatre on

Each day we present a scene from one of the pictures in which Joan Blondell-Glenda Farrell have appeared as "gimme" girls. Each day the ten winning contestants are those who not only correctly identify the film from which the scene is taken, but are the first to submit their answers.

The above scene speaks for itself. Practically the whole cast is included. Joan and Glenda, besides being their usual smart-cracking selves, are a couple of very fair process servers in the employ of the gentleman who is not looking at Joan.

But the key to the situation is the good-looking chap, leaning both hands on the desk. Know

(4th Day Publicity)

Has Your Memory Of Movies Won 2 Tickets For You?

If you are not among the winners in the (newspaper) Movie Memory Contest who are announced today, do not be discouraged. So many film fans are competing that the judges have completed returns on only the first day's returns in the five day contest.

The winners for the first day are: (Insert list of winners)

Today's scene may suggest the title to some of you at once — and to others it may seem the most difficult of the contest so far. After all, you do not want your contest to be too easy — and we believe the hints we are about to give, will make the title of the picture plain.

Joan Blondell and Glenda Farrell are members of the chorus of a New York burlesque show. Tiring of the good old U.S.A. they decide that an ocean voyage will be good for their purpose — which is to land the biggest and best sucker available.

One of those they do land is your old friend, Guy Kibbee. Now if this one doesn't cause the proper reaction — does it help you to remember that Frank McHugh with his silly tee-hee-hee, and Allen Jenkins with his rowdy wise-cracks are prominent in the picture?

Talk it over with friends if you don't get it. You'll get a real kick out of being one of the fifty winners of tickets — so get busy. Send your answer to the "Gold Digger" Contest Editor of the (newspaper) before 6 P. M. tomorrow.

(Last Day Contest)

Last Chance To Win Free Strand Theatre Tickets



Exams are about over, Film Fans. The above scene is the last you'll have a chance to identify in the five-day Movie Memory Contest which this paper has been conducting. Tomorrow, winners will receive two guest tickets to "Gold Diggers of 1937," the First National musical which opens at the Theatre on This scene may be something of a teaser but you'll be able to tell the title — if you go to it! Be among the winners!

We're now on the final lap of the five day Memory Contest. If the first four teasers haven't completely fagged you out and you still have faith in that memory of yours, you shouldn't have any trouble in identifying today's scene because, to our mind, it's the easiest of the lot.

Of course, the two girls in the more restful positions are

our old friends Joan Blondell and Glenda Farrell. In the picture from which this scene is taken they play two showgirls who get tangled up with an insurance convention aboard a train going from Atlantic City to New York. That ought to give you an inkling of what the plot is about but if that isn't enough help, the title of this picture has a money flavor about it. If that doesn't do it for you, nothing will.

After you have guessed the title of today's film, send your answers to the "Gold Digger" Contest Editor of the (newspaper) before 6 P. M. tomorrow. The first ten correct replies will each win 2 tickets to "The Gold Diggers of 1937" which comes to the Theatre on Speed counts, so don't delay a moment.

These "Gold Digger" pictures of which this is the fifth and best have become a tradition in American life. It seems that no odd moving picture year is complete without them, and ever since the first one was launched way back in 1929, their popularity has increased with the appearance of each addition to the series. Winnie Lightner was the first film Gold Digger — remember? But Joan and Glenda have added some streamline effects of their own. They're not to be trusted but how you'll love them. They're the epitome of the hard-working girl who gets along on brains and nerve,

Dick Powell and Joan Blondell are starred. Appearing with them are Glenda Farrell, Victor Moore, of the mournful face and fidgety mannerisms; Lee Dixon, dancer, Osgood Perkins and Rosalind Marquis and the Gold Digger girls.

(4th Day Contest)

If You Recall This One You May Win A Prize



Joan Blondell and Glenda Farrell have been teamed in many films and this is among their earliest and most unforgettable. Search your memory and see what you find. The contest closes tomorrow. Today's winners — 10 in all — will each receive two tickets to the Theatre to see "Gold Diggers of 1937" which opens on

him? This is the only picture that he's played in with the two girls.

Don't forget, speed plays an important part in this contest. Only the first ten sets of correct answers sent to the "Contest Editor of the (newspaper) will win tickets to "Gold Diggers of 1937" so it's a good idea to start working immediately.

Here's a swell way to pass the time and even to entertain your house guests. Show them this scene. You'll be surprised how eagerly they'll take you up.

Starred in "Gold Diggers of 1937" with Joan Blondell is Dick Powell. The support includes Glenda Farrell, Victor Moore, Lee Dixon, Osgood Perkins and Rosalind Marquis. The music and lyrics are by Warren and Dubin, and Arlen and Harburg. The picture was directed by Lloyd Bacon. The intricate and dazzling musical numbers executed by hundreds of beautiful girls were created and directed by Busby Berkeley in his usual brilliant style.

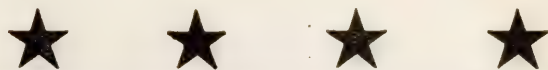
Now — what's the title?

ANSWERS:

- 1st day. "Traveling Saleslady."
- 2nd day. "Miss Pacific Fleet."
- 3rd day. "We're In The Money."
- 4th day. "Havana Widows."
- 5th day. "Gold Diggers of 1937."



"GOLD DIGGERS OF 1937" EXPLOITATION



LOCAL GIRL MAKES GOOD BALLY

PARENTS' PERSONALS

If the Gold Digger's folks still live in town, invite them to your opening night. When they arrive at the theatre, be sure plenty of photographers and reporters are around to interview and snap them. Before picture goes on have master of ceremonies interview them on stage — might even ask some of her relatives and friends up to stage, too. Audience will be plenty interested in first hand account of how local girl made good — and this is a good way to tell them.

HONORED BY SALES

Local merchants might set aside one day for special bargains, naming sale after chorine from your town. Her stills can be used on counters, for window displays, and possibly in advertisements. Merchants should receive loads of co-operation from newspapers if stunt is done in right fashion.

RADIO BROADCASTS

Angle of local girl making good in pictures should appeal to local radio station. Interview with girl's folks or close friends can fit into most any regular program because of tremendous listener-interest. Commentator will go for this big — look him up now, he'll probably greet you with open arms.

(Publicity Story)

Local Girl Has Chorus Part In Strand Picture

When a girl leaves her home town to join the trek to Hollywood, that's not news. But when she returns to her home town via the screen, then you have real news.

Well, we have some real news for you, for (name) who only a short while ago left this city to take her chances among Hollywood's thousands of film aspirants will be seen on the Theatre's screen in the Warner Bros. production, "Gold Diggers of 1937" which opens on (date). To her has come one of Hollywood's signal honors — she has been selected by Busby Berkeley, famous dance director as one of the most beautiful and talented candidates who compose his Gold Diggers chorus for film fame.

Miss (her name) folks, ... (their name) reside at (address). They were more thrilled than words can describe, when they heard that they would see her in the screen of the Theatre, and declared that opening day would find them the very first in line.

The management of the Theatre will celebrate (name)'s screen homecoming, by being host to her family at the local premiere of the picture.

The girls in the "Gold Diggers" chorus hail from every section of this country. Take a look at the bottom of this page — perhaps one of them comes from your home town. If so, here's a swell campaign plugging just this angle for you.

DISPLAY TELEGRAM

Telegram from your local Gold Digger girl, blown up, will make an interesting item for a lobby display. Message addressed to your theatre can read something like this: "Will be at Strand Theatre in 'Gold Diggers of 1937' next Wednesday. Regards to all the folks in my home town. (Signed)....."

CONTACT EDITORS

Newspaper editors, always on the lookout for some good human interest news, might devote feature story to local Gold Digger girl. There are plenty of angles on this—family, childhood, school companions, Hollywood career, etc. Might get special interview with her folks and close friends, which always makes good copy. Or will publicity stories below do the trick?

NAME MYSTERY GIRL

If Gold Digger chorus girl from your town isn't too well known, here's a swell contest that you can conduct in conjunction with your local newspaper. About ten days before opening, newspaper publishes her picture with caption — "What Is This Girl's Name? She was born and raised in this town and is one of the 'Gold Diggers of 1937' coming to the Strand Theatre next Wednesday." Ducats to opening are awarded first ten or twenty who write in name to newspaper. Same contest can be run in lobby.

CHILDHOOD PHOTOS

Get hold of all the Gold Digger's childhood photographs that her folks or friends can lend you. These will make a nice lobby display, especially if you add a couple of stills from the film and some clever captions. Appropriate newspaper stories will fit in nicely too. Display should be so arranged as to give effect of telling her life history in pictures.

THEATRE PARTIES

Do a little research of your own into Gold Digger's early career in your town — her sororities, clubs and school organizations to which she belonged. Contact the more active ones, to see if theatre parties can be arranged in her honor.

(Publicity Story)

Home Town Girl Makes Good For Strand Audience

Playing in "Gold Diggers of 1937" which opened at the Theatre yesterday was (name) born and raised in this city. (name) has only a small part in this Warner Bros. production — she is a member of the Gold Digger chorus — but she already has the distinction of being listed as a "Busby Berkeley Girl" which is the first step on the road to stardom.

Miss (name)'s parents were present as guests of the management and seemed to enjoy the proceedings immensely. Her father was called to the stage during intermission and said a few words about his up-and-coming daughter's earlier days. During this little talk, the audience, which seemed to be in a very receptive mood, constantly interrupted with salvos of applause. Many more of Miss (name)'s home town companions were in the audience.

Starred in this fun-fest of song and glamorous beauties are Dick Powell and Joan Blondell, who recently became Mr. and Mrs. Also there are Victor Moore, Glenda Farrell, Lee Dixon, Osgood Perkins and Rosalind Marquis plus the charming "Gold Diggers of 1937," Hollywood's most famous group of chorines.

GIRLS FROM EVERYWHERE:

ALABAMA
Birmingham
Nelda Kincaid
Kit Smylie

ARIZONA
Phoenix
Ruth Leslie

ARKANSAS
Dermott
Helen Seaman
Little Rock
Florine Bale

CALIFORNIA
Glendale
Ruth Eddings
June Horne
Hollywood
Miriam Bellah
Gloria Fayth
Marilyn Hope
Loie Tilton
North Hollywood
Lorraine Grey
Long Beach
Jackie Saunders
Los Angeles
Rae Arnold
Helen Blizard
Dorothy Dayton
Dixie Martin

Oakland
Dorothy Claire
Porterville
Audrey Miller
Riverside
Vonnice Conrad
San Francisco
Jean Gale
San Luis Obispo
Carolyn Newell

COLORADO
La Junta
Masene Greenwood
Ordway
Avis Johnson

Pueblo
Elsa Roberts
CONNECTICUT
Stamford
Renee Evans

DIST. OF COLUMBIA
Washington
Ruth Roy
Elinor Troy

GEORGIA
Atlanta
Virginia Dabney

ILLINOIS
Chicago
Beatrice Coleman
Josephine Hall
Amo Ingraham
Ethelreda Leopold
Melba Marshall

INDIANA
Indianapolis
Alberta Hamblen

KANSAS
Atchison
Eleanor Bayley
Topeka
Bobbie Adams
Anne Sparling
Wichita
Grace Elinore

KENTUCKY
Louisville
Mary Gates

MARYLAND
Emmettsburg
Rose Tyrell

MASSACHUSETTS
Boston
Dorothy O'Connell

MICHIGAN
Detroit
Sue Curtis
Pearl Miller
Lansing
Vivian Wilson

MINNESOTA
Duluth
Colleen Ward
Minneapolis
Jeanne Blanche
Neoma Judge

St. Paul
Grace Burns
Nan Chaplin
Betty McIvar

MISSISSIPPI
Clarksdale
Hilda Mack
Gulfport
Lois Lindsay

MISSOURI
Kansas City
Helen Lynn
Pauline Milam
Naida Reynolds
Laura Rogers
Mary Kirsch

St. Louis
Loretta Andrews
Eleanor Peterson
Firlie Banks

Trenton
Mildred Dixon
MONTANA
Billings
Janice Thompson
June Thompson

NEBRASKA
Lincoln
Bobbe Cronin
Ruth Jennings
Omaha
Mary Cassidy
Frances Deets

NEVADA
Reno
Doris Carlyle

NEW JERSEY
Newark
Muriel Scheck

NEW MEXICO
Albuquerque
Laura Knight

NEW YORK
Brooklyn
Gladys Schoener

OHIO
Cleveland
Joann Ray

Columbus
June Glory
Toledo
Connie Kraus

OKLAHOMA
Oklahoma City
Edna Lawrence

OREGON
Portland
Sue Gomes
Martha Manning
Marguerite Wilkins

TENNESSEE
Nashville
Vasso Pan

TEXAS
Austin
Muriel Gordon
Dallas
Maxine Nash
Houston
Dorothy Andre

Oak Cliff
Beth Renner
San Angelo
Katharine Mauk
San Antonio
Bee Stephens
Vernon
Louise Copeland
Waco
Lucyle Keeling

UTAH
Salt Lake City
Madalyn Borzage
Dorothy Haas
Richfield
Marian Marlin

WASHINGTON
Bellingham
Mary Windsor
Seattle
Sally West

WYOMING
Cheyenne
Genee Boutell

CANADA
Vancouver, B. C.
Ena Berryman

"GOLD DIGGERS OF 1937" EXPLOITATION



14 'GOLDEN' SELLING ANGLES

TWO GOLD DIGGERS



For a real eye-catcher, send these two "Gold Diggers" out on the streets to plug your show. Old gentleman wears a sign on his back saying: "I'm a Gold Digger of 1898." Pretty girl's sign, of course, announces that she's a "Gold Digger of 1937." If you insist, the pair can hand out heralds to the folks who stop and look at them.

'GIRL'S TREAT' PARTY

Contact high school social committee, and offer special prices for a "Gold Digger" theatre party. Novelty of the party is that the girls invite the boys to be their guests. A three-way tie-up to include one of the restaurants will make the affair a gala one — with the restaurant serving a special "Gold Digger" supper after the show. Or do you think that by boosting your price a little, you could let them have supper and their dance in your lobby after the show?

INTELLIGENCE TEST

The 1937 Gold Digger is a brainy girl — the dumb but beautiful one has had her day. So a Gold Digger intelligence test is right in order. Make it a one-day newspaper contest, with ten questions to be answered. Frame the questions on the general "mental test" type. And ducats, of course, for the five best sets of answers.

A GOLD DIGGER WIFE?

"Would a Gold Digger make a good wife?" It's a question that will start a lot of controversy, if you use it as a lobby or a newspaper contest. Award ducats for the ten best answers.

AN "OLD GOLD" PLUG

Jewellers buying old gold will be glad to tie up with your show — particularly on window displays. The copy should read: "Take a Tip From the 'Gold Diggers of 1937' now at the Theatre. Dig up your old gold and bring it here." And don't forget a display of gold items in jewelers' windows — tying up with fact that the "Gold Diggers" are back in town.

A GOLD DIGGER SALE

Interest the merchants of your town in having a "Gold Digger Sale" during the week before opening. Try handling it on the order of the "Dollar Day" that the Chamber of Commerce sponsors every few months, with all the stores taking plenty of ads and having special window displays. You might offer ducats to the ten salesgirls who make the best records during the sale. And, of course, your picture gets a swell heralding from the ads and window displays.

HOLD "STORK DERBY"

Have a "Stork Derby" of your own, and cash in on some of the publicity that the Canadian one is getting. Present a gold spoon, with the compliments of the "Gold Diggers of 1937," to any baby born in your city during the run of the picture. It shouldn't be hard to promote the gift, should it?

BOX OFFICE CONTEST

"Can you describe a Gold Digger in twenty-five words?" Here's a contest that everybody can enter — everybody that buys a ticket to your show. They hand their answers in at the box-office when they buy their tickets. A small cash prize or ducats for the best answer.

SPECIAL TO THEATRE

On the order of the Gold Digger plane, but on scale more suited to your means, tie up street cars and buses, bannerizing them "Gold Diggers' Special To The Strand Theatre." This one will make the town 'digger-conscious' if anything will.

"GOLD RUSH" TO SHOW

Stage a bike "gold rush" to your theatre. Youngsters race from the city hall to the theatre, each bike carrying streamer with plug for show. If you wish, make this open to all bike riders, rather than limiting it to the kiddies. Get one of the city officials to shoot off the starting gun, and promote a suitable prize for the winner.

1937th TICKET FREE

Bring in the mob with the announcement in your ad that the 1937th person will be admitted free. Rig up some sort of barometer outside the theatre to keep the crowds posted on how many tickets have been sold.

GOLDEN WORD CONTEST

Offer ducats to person who hands in longest list of proverbs with the word "Gold" in it, i.e., "Silence is golden," "All is not gold that glitters." Having winner every day should keep up the interest.

'DIGGER' HAIRDRESS

Have one of the local beauty parlors create a "Gold Digger" coiffure to offer at a special price during the run of the show. Of course, you get a plug in their ads and displays.

INVITE THE OLDSTERS

Invite any couple that has a golden wedding anniversary during the run of show to be guests at your opening. Stunt should give you plenty of publicity, no?

A VARIETY OF ENTERTAINMENT PRESENTED BY VITAPHONE

"VAUDEVILLE IS BACK" (Big Time Vaudeville Series). A potpourri of specialty acts including Johnny Perkins, the 4 Creedon Sisters and the Maxellos.

(11 minutes—No. 2603)

"LITTLE BEAU PORKY" (Looney Tunes Series). Porky Pig, as a Legionnaire, mops up the ferocious Riff Raffs in his usual side-splitting manner.

(7 minutes—No. 2802)

"NORTHERN LIGHTS" (Color-Tour Adventures Series). Don Wilson, ace radio announcer, takes your patrons on a delightful cruise to the North Cape country of beautiful scenery. Done entirely in Cinecolor.

(10 minutes—No. 2303)

"COOCOONUT GROVE" (Merrie Melodies Series). Take our word for it, this robust burlesque of stage, screen and radio stars at Hollywood's famous night spot is tops. In Technicolor.

(7 minutes—No. 2203)

"HERE COMES THE CIRCUS" (Broadway Brevities Series). The circus comes to town with a group of well-known big-top acts featuring Poodles Hanneford & Co.; Ray Goody, slack wire artist; Carlo's Ponies and Captain Proske's lions and tigers among others.

(18 minutes—No. 2017)

PICTORIAL REVUE No. 3 (Vitaphone Pictorial Revues). Still appealing to the womenfolk, the third of this series shows how false eyelashes are made, a parade of knitted-wear fashions in color and the only women football teams in competition. Paul Douglas' is the off-screen voice.

(10 minutes—No. 2403)



"GOLD DIGGERS OF 1937" EXPLOITATION



"GOLD DIGGER" DEALER STILLS



ELECTRICAL SHOP

MIXMASTER
GF. Pub. A143



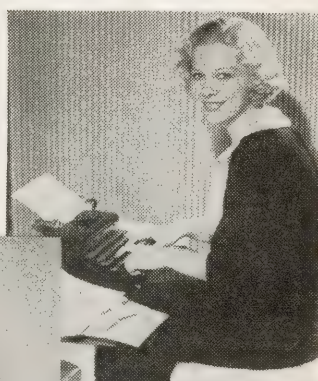
JEWELRY SHOP

JEWELS BL. 1163

This set
of nineteen specially
posed tieup stills has been
selected for seasonal merchandis-
ing and should be welcomed by
every store manager to whom they
are shown. They also make fine illustra-
tions for co-op ads. Set of nineteen
may be had at the low price of \$1.75,
or, if bought individually - 10 cents
each, by writing to the Campaign
Plan Editor, 321 West 44th
Street, New York City.
NO ENDORSEMENTS.

TYPEWRITER SHOP

PORTABLE
GF. Pub. A129



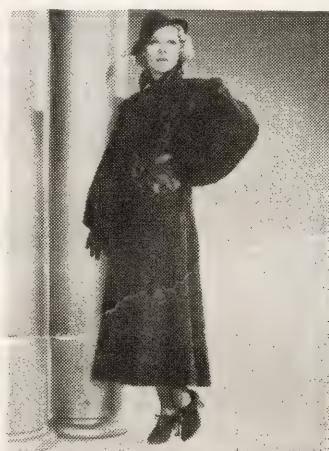
FLOWER SHOP

CORSAGE BL.1286

FUR SHOP



SILVER FOX BL. 1319



PERSIAN LAMB GF. 600



HANDBAG BL. 1313



RAINCAPE GF. 408



CRUISE OUTFIT
BL. 1127

DEPARTMENT STORE



HAIRDRESS RM. 4



NAILS GF. 631



HAIRDRESS BL. 1340



SUEDE SHOES GF. 609

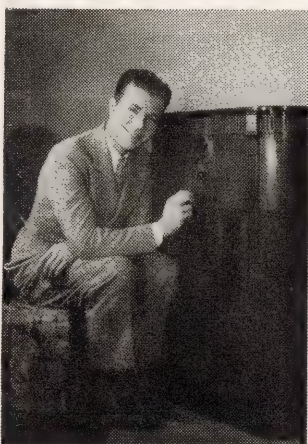


SHOES BL. 1115

BEAUTY SHOP

SHOE SHOP

RADIO SHOP



PHILCO DP. Pub. A 65



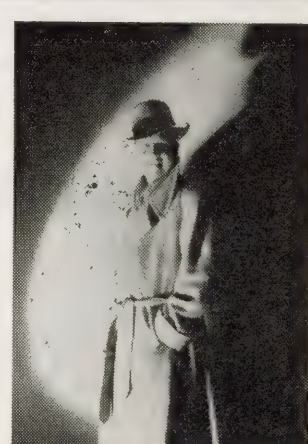
LOUNGING ROBE DP. Pub. A 186



SCARF DP. 132



HAT DP. 290



CAMEL'S HAIR WRAP DP. 82

MEN'S

SHOP

"GOLD DIGGERS OF 1937"

EXPLOITATION



CO-OP AD MATS AND STILLS

Illustrations in these five sample co-op ads are available in both mat and still forms. While ads are especially designed for the Christmas season when film is nationally released, they can be adapted for any winter campaign. Stills also can be used for window displays. Order by mat or still number from the Campaign Plan Editor, 321 W. 44th St., New York City.

STEP IN STYLE



Joan Blondell, co-star of the new First National hit, "Gold Diggers of 1937" soon at the Theatre steps blithely along in ultra-smart, side-buckled kid-and-patent leather afternoon pumps. Let our expert fitters show you our great variety of styles and lasts.

BARKER'S SHOES

BL. 1115
Mat No. 105B—10c

MERRY XMAS TO YOU



Dick Powell, singing star of the First National film musical, "Gold Diggers of 1937" coming to the Theatre on

Father, brother or sweetheart will be overjoyed when they receive one of these new silk lounging robes for Christmas. The robes come in a variety of beautiful patterns and colors. Come in and make your selections now.

JACK'S SHOP

DP. Pub. A186
Mat No. 102B—10c

BOND ST. FASHIONS

Swing Along With Dick Powell



Dick Powell, singing star of the First National laff hit, "Gold Diggers of 1937" now at the Theatre.

Take a tip from Dick Powell and get yourself one of these new, roomy, soft-as-down, camel's hair overcoats with swingy raglan shoulders and the buttonless wrap-a-round feature. We carry them in all sizes. Come in and let us fit you out in one.

DP. 78
Mat No. 104B—10c



Joan Blondell, co-starred with Dick Powell in "Gold Diggers of 1937" coming to the Theatre on

JEWELS LIKE BRILLIANT STARS

Blue-white diamonds lend to the wearer that air of distinction which in movie stars like Joan Blondell is called glamour. When you present fair lady with a smartly designed bracelet or brooch on Christmas morning, you give her the finest tribute she can receive.

A. J. KONN
MAIN STREET

BL. 1163
Mat No. 103B—10c



Glenda Farrell, delightful comedienne of the new First National screen spectacle, "Gold Diggers of 1937" now playing at the Theatre.

THE PERFECT GIFT

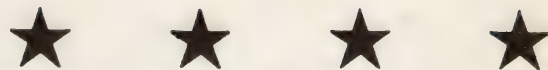
For year long appreciation, give one of the new noiseless, smooth-action Wellington portables. Drop in and see our line of Wellingtons, and remember, you can obtain them on easy terms under our new credit plan.

FLINT'S
TYPEWRITER SUPPLY

GF. Pub. A129
Mat No. 101B—10c



"GOLD DIGGERS OF 1937" EXPLOITATION



GENERAL PROMOTION STUNTS

INSURANCE DEALER TIE-UPS

The story of the "Gold Diggers" centers around the selling of insurance, making it a natural for tie-ups with local offices dealing in insurance. Here are a few suggestions:

AWARD TO AGENTS

In conjunction with the insurance office, hold theatre party for ten agents who sell the most policies during run of show. For this, the company should be willing to take a co-op ad to give your show a plug.

PLUG IN PAMPHLETS

Insurance companies hand out a lot of literature and with the picture tie-up, you can get them to insert one of your heralds in each pamphlet — or to stamp your plug on the front cover.

WINDOW SPACE

The offices tying up with you in the contest will be glad to give you window space for a display. "Insure yourself a grand evening — see 'Gold Diggers of 1937' at the Strand" would carry out the tie-up idea.

POWELL RADIO PLUG

Cash in on Dick Powell's Hollywood Hotel radio program by spotting your announcements before and after his program. You know, copy telling folks that they've heard his program and ought to see his film.

BIG PARADE OF CARS

Auto dealers on the lookout for some flashy publicity will go for a parade of new model cars filled to the brim with town's beauties. Tooting horns get people to look and appropriate banners tell them what it's about. See Buick tie-up.

A MAKE-UP DISPLAY

Cosmetic displays are right in line with your show, so tie up town's leading dealer for a window display that will give show a real plug. A line to the effect that the Gold Digger of 1937 depends upon make-up technique to get her man will give the tie-up some real punch.

COVER CONVENTIONS

If there are some conventions coming to town, Chamber of Commerce ought to be able to tell you about them. And since this is just the sort of picture that conventioners go for, make sure of herald distribution, placards, etc. Theatre parties might be arranged, too. You might get a plug for show in some of the convention speeches.

DUCATS FOR TREASURE

Think you can interest the town in a treasure hunt? If so, plant directions all over town that will eventually lead to the treasure — which is a pair of passes to the show. Print the first clue in one of your newspaper ads, and the rest are planted anywhere within a mile radius of the theatre. Each "clue" carries a plug for the picture, of course. Make the box office the treasure "spot."

CROSSWORD PUZZLE PLUGS PICTURE

Here's a puzzle that should be easy to plant in local paper — or used in program if you prefer. Not too tough, but no snap, it will give the fans a lot of fun while they're reading plug for film. Puzzle and solution on Mat No. 221 — 20c.

"GOLD DIGGERS OF 1937"



ACROSS:

- Circle.....RING
- Soon again.....ANON
- Unbleached.....ECRU
- Blondell's first name.....JOAN
- By.....AT
- Powell's first name.....DICK
- Upper extremity.....ARM
- Covered with ashes.....ASHY
- Sun-brown color.....TAN
- Myself.....ME
- Indefinite article.....AN
- Public notice.....AD
- Behold.....LO
- Edge.....RIM
- Comparative ending.....ER
- Still.....YET
- Keenly hungry for.....AVID
- Supposing that.....IF
- To journey.....TRAVEL
- As.....SO
- Short sleep.....NAP
- Place of happiness.....EDEN
- Cow call.....MOO
- Leer.....GRIN
- So.....AS
- One of two equal parts.....HALF

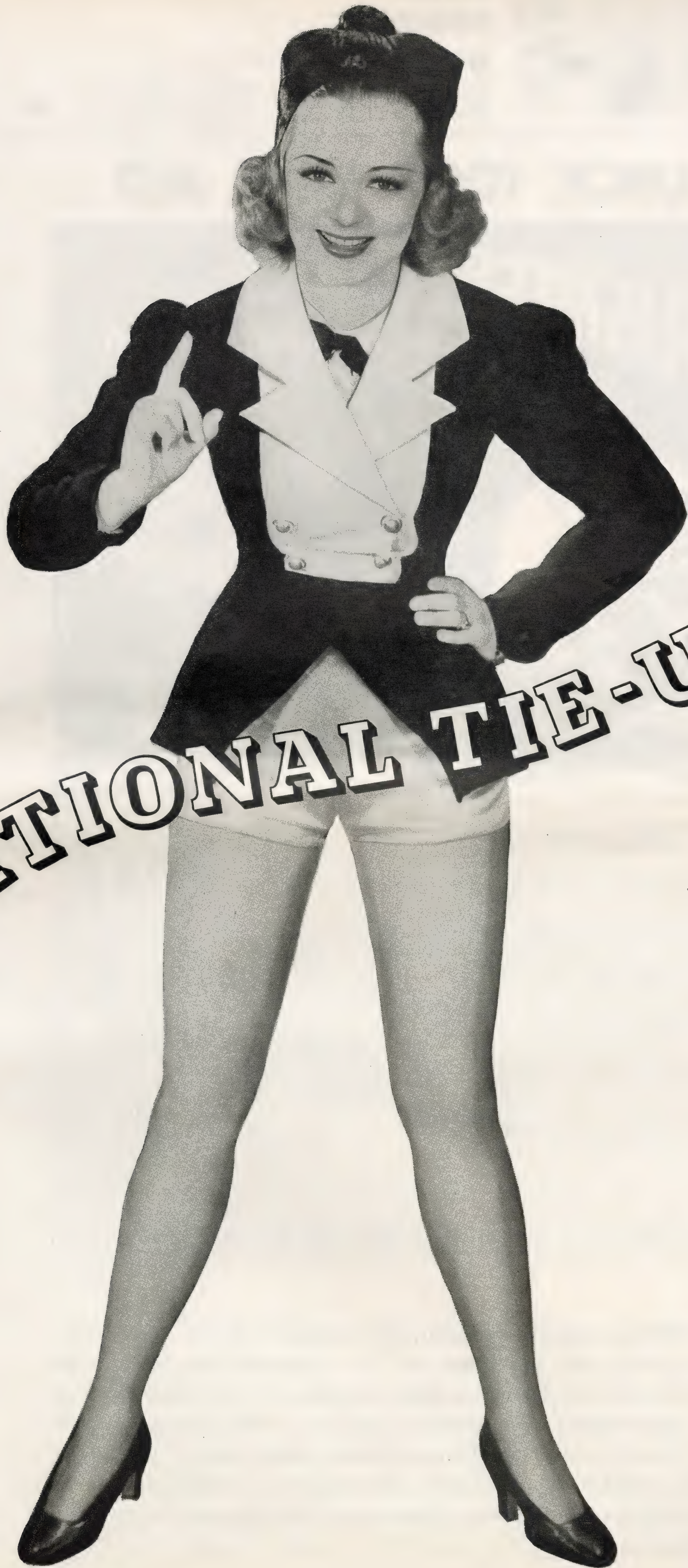
DOWN:

- Variant of Ray.....RAE
- Indians of Peru.....INCAS
- Opposite of south.....NORTH
- South African antelope.....GNU
- Fruit preserves.....JAMS
- Crude metal.....ORE
- Part of to be.....AM

- Neuter pronoun.....IT
- Nickname of Coolidge.....CAL
- A tangle.....KNOT
- Literary miscellany.....ANA
- Sweet potato.....YAM
- Extremity.....ARM
- Arid.....DRY
- Middle.....MID
- Western State.....NEVADA
- Forces ahead.....DRIVES
- To place.....SET
- To chant.....SING
- Part of to be.....ARE
- Lair.....DEN
- Horse's foot.....HOOF
- At a distance.....FAR
- The sun.....SOL
- Mixed type.....PI
- Mother.....MA

"GOLD DIGGERS OF 1937"





★ NATIONAL TIE-UPS ★



"GOLD DIGGERS OF 1937"

NATIONAL TIE-UPS



BUICK 1000 LINE AD ...

**BRIGHTEST STARS
OF THE NEW SEASON...**

DICK POWELL AND
JOAN BLONDELL, stars
of Warner Brothers' new
production — "GOLD
DIGGERS OF 1937"

Model illustrated is the ROADMASTER
4-door phaeton, \$1565 list at Flint, Mich.

One bright star delivers another — as these prettier players of Warner Brothers' big production, "Gold Diggers of 1937," show this handsome new 1937 Buick.

GORGEOUS is the word you'll use to describe "Gold Diggers of 1937."

And gorgeous is the word for Buick — chosen to carry Warner Brothers' stars on their visit to this city.

Under Buick's bright new bonnet is a full-powered valve-in-head straight-eight engine that's nimble as a tap dancer's feet — the lavish comfort of its luxurious interiors is something to make even Hollywood eyes pop.

Its brakes are as soft as a crooner's voice — as sure as the clinch at the final fade-out.

Its smooth and gliding ride is a melody of motion — there's breath-taking brilliance in its quick answer to your foot on the treadle.

Just to list its galaxy of features is to call the roll of all the things that are

new and worth while, from its thrifty Aero-bat carburetor to the jumbo luggage compartments built into every closed model — one good look at its vanguard styling tells why this handsome honey is the motor car hit of Hollywood.

By all means, see "Gold Diggers of 1937" for an evening of brilliant entertainment. And don't miss riding at least once in a new Buick — or you'll miss experiencing the most outstanding performance of the 1937 motor car season.

**YOU'VE GOT
WHAT IT TAKES!**

It's the only car in the world that's built to give you the thrill of speed, with all its quality, its performance, its styling, its price — all in one.

\$765

and up. All prices list at Flint, Standard and special accessories groups on all models at extra cost. Prices subject to change without notice.

General Motors terms to suit your liking.

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

This space for DEALER NAMES and Addresses

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

EVERY Buick dealer in the country will co-operate with you, Mr. Exhibitor, in putting over "Gold Diggers of 1937," if you will simply take the time to call on him. Buick tied in with the Gold Diggers skyway tour of the nation, with 1000 line ads of welcome in every city at which the big plane stopped. Now, Buick has elaborate and attractive window displays that are just what you need in conjunction with your own opening. Just step around to your Buick dealers now and make arrangements. You'll find they are ready and willing to co-operate.

"GOLD DIGGERS OF 1937" NATIONAL TIE-UPS



MOJUD DEALERS PLUG

JOAN BLONDELL
Warner Bros. Studio
Burbank, California

January 5, 1937

Mojud Dealer
Anywhere
U.S.A.

Dear Mr. Dealer:

I am delighted with the Screenlite Shade, "Blondell", which was named in my honor. Like all the Screenlite Shades created by Orry-Kelly, our own fashion genius, it plays an important role in the season's fashion picture.

I am also pleased to learn that you are making a special feature of Mojud Clari-phane Silk Stockings on the occasion of the showing of my picture, "Gold Diggers of 1937", at the Strand Theatre.

All of us at the Warner Studios are very pleased with the exquisitely clear beauty of Mojud Clari-phane Silk Stockings which are used in all our pictures. I am sure that your customers will enjoy seeing "Gold Diggers" as much as we enjoy wearing Clari-phanes.

With best wishes,

Cordially yours,
Joan Blondell

STORE NAME

* FROM COAST TO COAST - AMERICA'S FAVORITES *

MOJUD
Clari-phane
SILK STOCKINGS

MOJUD
The Stockings the
Screen Stars Wear

CHOSEN for THEIR BEAUTY

CHOSEN FOR THEIR BEAUTY
MOJUD
Clari-phane
SILK STOCKINGS

"Yes! they are Beautiful!"
say the Beauties of
GOLD DIGGERS of 1937

MOJUD
Clari-phane
SILK STOCKINGS
\$00

Hollywood's constant search for beauty finds frequent changes... many new and exciting discoveries every day... but Mojud Clari-phanes remain the favorite stockings of the stars. And our smartest customers ask for them regularly because of their consistently flawless beauty and fine wearing qualities.

"GOLD DIGGERS of 1937"
A Warner Bros. Musical
starring
JOAN BLONDELL - DICK POWELL
and GLENDA FARRELL
at
(Name of Theatre and Date)

When year after year Mojuds continue to be the stockings the stars wear, they must be beautiful.

and when our smartest customers ask for these same stockings over and over again, we are certain that not only are they beautiful, but that they possess wearing qualities equal to their beauty. Come in and see for yourself.

"GOLD DIGGERS of 1937"
A Warner Bros. Musical
starring
JOAN BLONDELL - DICK POWELL
and GLENDA FARRELL
at
(Name of Theatre and Date)

STORE NAME

STORE NAME

MOJUD
SILK STOCKINGS
GUARANTEED
to Satisfy or
GIVE REFUND

Worn by
JOAN BLONDELL
GLENDA FARRELL
and the other Beauties of
"GOLD DIGGERS
of 1937"
A Warner Bros. Picture

M OJUD Hosiery has gone all the way to town for "GOLD DIGGERS OF 1937," and you'll miss a big chance if you fail to see your local Mojud dealer immediately and line up your campaign. Here are the details:

POSTER, in full color, measures 24" x 36", designed for extra flash in dealer windows.

NEWSPAPER MATS are available in two styles for co-op use. Single-column and two-column, they are free on request.

HERALD is available for co-op distribution. Two hundred will be given to each dealer free. Extra large space is allotted to your plug.

SPECIAL POSTER, devoted exclusively to your theatre and playdate imprints will be furnished.

SPECIAL PRESSBOOK explaining dealer possibilities on this tie-up is being sent to all stores.

SPECIAL TRAILER has been made available.

For further information and dealer list write:

NAT NEWMAN, MOCK, JUDSON VOEHRINGER CO.

385 - 5th Avenue, N. Y. C.



**"GOLD
DIGGERS
OF 1937"**

NATIONAL TIE-UPS ★ ★ ★

SPECIAL COAT DISPLAY



JOAN BLONDELL

STAR OF WARNER BROS.

GOLD DIGGERS OF 1937

wearing her

Kragshire

"Airliner"

PLAID BACK COAT

HUNDREDS of leading department stores throughout the country have been supplied with two beautiful 30" by 40" standing displays, enclosed in a gold frame, plugging the film. All dealers have been contacted by the manufacturers of Kragshire Coats and stand ready to work with you on special window displays and co-op ads. To get the most out of this tie-up, you should see your local dealer as soon as possible and take advantage of this prepared promotion.

Write for list of local dealers.

SIEGEL BROS., INC.

500 Seventh Avenue, New York, N. Y.



AID FROM RETAIL STORES



HERE'S a new tie-up that puts your show plug right in the windows of your town's best jewelry and novelty stores. It's not only new — it's real, because one of the country's leading jewelry manufacturers has prepared an entire line of items made especially for "Gold Diggers of 1937" and has backed it up by page after page of advertising and publicity in jewelry trade papers and women's magazines such as "NEW YORK WOMAN" and "JEWELERS' CIRCULAR."

Available to all dealers are 30" x 40" blow-ups, a lithographed cut-out and window display featuring LOVELL BAG TAGS, MILADY'S POWDER SCOOPS, THE DUNBAR, America's smartest cigarette holder, READY MONEY COIN SLIP, PERFUME BY "RINELLI," and "DEEP SEA TREASURE," a real oyster packed in a sealed can of sea water containing a cultured pearl suitable for mounting.

For further information write:

DUNBAR-GIBSON INCORPORATED

267 Fifth Avenue, N. Y. C.



"GOLD DIGGERS OF 1937"

NATIONAL TIE-UPS ★ ★ ★

STUDIO STYLES ... HATS



MILLIONS of women and girls who have seen the snappy "Gold Digger" hats worn by the girls on the airplane tour will want one just like them. That's why most of the big department stores will be glad to co-operate with you and display the hats. Write at once to the manufacturer for the list of local dealers and get your share of window displays and co-op ads. Address:

STYLE MILLINERY COMPANY

745 South Broadway

Los Angeles, Cal.

LUX ADS IN 32 CITIES!!



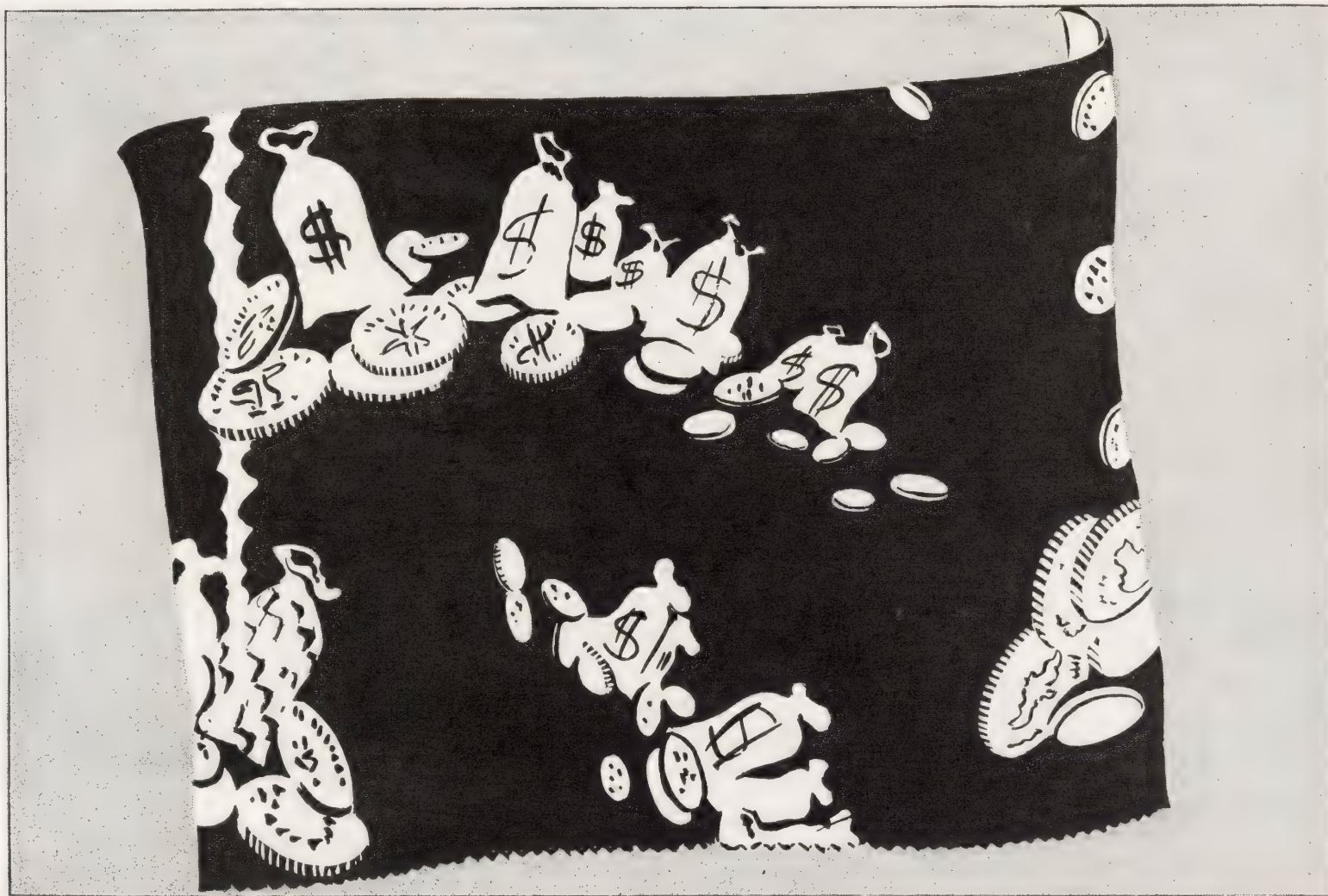
LUX gets in line with 500 line ads in 32 key city papers and thousand line copy in New York, Los Angeles and Hollywood. Sorry the plates hadn't arrived at press book press time, but all exhibitors know the value of the Lux tie-up which carries day and date campaign. Your local newspaper can give you particulars if it's on the list. If you wish, write for details to Campaign Plan Editor, 321 West 44th Street, N. Y. C.

**"GOLD
DIGGERS
OF 1937"**

★ ★ ★ **NATIONAL TIE-UPS**



WOMEN WEAR YOUR AD



HERE'S a really new one — silk dress patterns designed and created expressly to boost your business. One of the country's biggest silk mills is bringing out a new silk — see illustration — which is marketed under the name of Gold Diggers. Big department and dry goods stores all over the country are being contacted — the mill's promotion department is going to town in a big way for you, and the smart window displays and co-op ads are bound to help you. See your big department stores at once. For full particulars write to:

PHILLIP VOGELMAN, ONONDAGA SILK MILLS

1412 Broadway, N. Y. C.

RONSON LIGHTERS TIE-UP



JEWELERS, department stores and tobacco shops all over the country are anxious to help you in this big national tie-up with Ronson lighters. All 25,000 Ronson dealers have been instructed to co-operate with you. For dealer list, write to:

ART METAL WORKS

Aranson Square, Newark, N. J.



"GOLD DIGGERS OF 1937"

NATIONAL TIE-UPS ★ ★ ★

YOUR TIE-UP WITH ELGIN

HOLLYWOOD SANTA CLAUS "PUTS ONE OVER"
An Elgin Playlet with the Stars of
"GOLD DIGGERS of 1937"

1 (Situation — Director Lloyd Bacon standing by set. Looks at watch fuming.)
Bacon: "What—not back from lunch yet. Where on earth can they be?"

2 (Stars alibi-ing to director)
Lloyd Bacon: "Twenty minutes past one! You know what it costs to hold up production!"
Joan Blondell: "Then my watch must be twenty minutes slow."
Dick Powell: "Well, I'll be! Mine's slow, too."

3 (Stars seated on set resting.)
Joan Blondell: "Well, tomorrow is Lloyd Bacon's Christmas Eve party. I wonder what he'll put in our stockings."
Dick Powell: "Probably a dog-house for being late this noon."

4 (In jewelry store.)
Clerk: "Most of the stars are wearing Elgins. It's our best selling fine watch."
Bacon: "I'll take these two."

5 (Scene at Xmas party. Director and two stars standing by tree.)
Joan Blondell: "Oh, how perfectly lovely!"
Dick Powell: "An Elgin for me, too. Thanks awfully."
Lloyd Bacon: "I thought you'd like them."

6 (Bacon on set greets stars)
Lloyd Bacon: "Well, well, the morning after Christmas and every-one right on time."
Joan Blondell: "Thanks to my new Elgin."
Dick Powell: "Me too... say, I wonder if...well, the old fox!"

GIVE THE LASTING SATISFACTION OF AN ELGIN

ONCE again the ELGIN WATCH COMPANY paves the way for you to get displays and co-op ads from every jewelry store in the country. See your local dealer and arrange to tie in to his pre-Xmas drive. Cities and newspapers scheduled for 1000 line Elgin ads are:

Boston, *Herald*; Boston, *Post*; Boston, *Record*; Springfield, *Union, Republican & News*; Worcester, *Telegram-Gazette*; Bridgeport, *Post-Telegram*; Hartford, *Times*; New Haven, *Register*; Providence, *Bulletin*; Portland, *Express, Herald*; New York, *News*; Bangor, *News*; Wilkes-Barre *Times-Leader*; Scranton, *Times*.

LEKTROCASE CAMPAIGN



MILLIONS of shoppers have seen the LEKTROCASE special displays and counter cards plugging your show in stores throughout the country. Platinum Products Company have supplied all of their dealers with tie-up material and will gladly co-operate with you in arranging local campaigns. A number of 8 x 10 stills of above illustration will be furnished FREE. Write to:

ED DAWSON, c/o PLATINUM PRODUCTS CO., Inc.

521 Fifth Ave., N. Y. C.



Broadway now GOLD DIGGERS'

believes in LUCK!

Richest mine of laughter in the world has provided real treasure for authors, producers and players, since Avery Hopwood wrote the original show.

EVERY WARNER BROS. EDITION HAS CREATED A NEW GALAXY OF STARS

Romantic story of how the "Gold Diggers" was conceived and how fortune has smiled on all those who have been associated with its eighteen years of sparkling life.

By **HARRY LEE**
(Author of "High Company" and "The Little Poor Man")

ACTORS are notoriously superstitious folks. For hundreds of years definite taboos have been recognized and belief in their powers to revenge violations is almost universal among the people of the stage.

For instance, it is considered almost fatal to whistle in a dressing room, and woe betide the visitor who dares go counter to this tradition. There are hundreds of others, and there are almost as many good luck symbols.

What to do, and what to avoid doing, to placate the unknown power known as luck is a very definite part of the life of an actor. There are unlucky theatres, and if he can, the player avoids them. There are lucky and unlucky days for openings, there are auguries in almost everything. And each belief gains followers as it becomes strengthened by years.

Argue as one will, the player will quote day and date to prove his fact. Maybe you don't believe in these things. He does, and can tell you why.

"Spanish Love," "Ladies' Night" and "Why Men Leave Home."

Avery Hopwood worked with a restless eagerness — as if the fates had given him foreknowledge of the fact that his last entries must be made and his books closed at the end of twenty-five years of working life.

David Belasco sent for him.

The great man was looking for a play fitted to the brilliant talents of Ina Claire already famous for her work in "The Follies" — "Polly With a Past" and other Broadway successes.

That day the idea for "The Gold Diggers" came into being. It was to be a simple enough story.

Alexander Woolcott once described the plot in a Times review in the following words: "A rich and monastice uncle betakes himself to the Fascinating Fifties (or whatever they are called now) to rescue his nephew from a gold digger and falls into her clutches himself . . ."

There were to be a bevy of sirens, of course, but the star of the lot was to be one "Jerry La Mar."

The "Gold Diggers" opened at the Lyceum in New York



STARS OF TO-MORROW — More than 200 beautiful dancing girls in the chorus of "Gold Diggers of 1937" are hoping the luck of the Gold Diggers does not change.

Darnton of the "Evening World" hailed it as "the best entertainment on Broadway."

Hope Hampton — since in grand opera, and the wife of Jules Brulator, one of the world's very rich men — played the part of "Jerry."

The other gold diggers were Louise Fazenda, Arita Gil-

McHugh, Joseph Cawthorn, and Grant Mitchell. Busby Berkeley directed — and the internationally famous dance team, Ramon and Rosita — was featured in the number which set the whole country talking — "Lullaby of Broadway."

Everybody who has known the Midas touch of "The Gold Diggers" in its eighteen glittering years has richly

Now a new belief has taken its place among the unexplainable certainties of the theatre. That is that there is luck in appearing in any edition of "Gold Diggers" series, the fifth and best of which is "Gold Diggers of 1937" the First National musical coming to the Theatre on

And any or all of a score of intelligent and important stage and screen players will concur in the potency of a "Gold Diggers" engagement.

It all started when a young man read a magazine article about the enormous earnings of successful playwrights.

The story had recounted the glorious possessions of these aristocrats of the pen — country places — town houses — yachts — private swimming pools!

It may well have been the last item — the private swimming pools — which completely bowled over the very blonde Cleveland boy — for he was easily the most enthusiastic swimmer among all the husky youths of his beloved Alma Mater — the University of Michigan.

"A private swimming pool is worth working for!" he mused. "Worth digging for!"

Worth digging for, and he for one, would dig. He'd find pay dirt, too. The good old Forty-Niners went out for theirs. He'd go in for his. He'd prospect on his own individual claim — that brain of his which had served him not so badly up to date.

He might find only a nugget or so — might strike a rich vein. Only time would tell.

That night he wrote a letter to his mother informing her that he was a playwright.

Broadway and Belasco

His sheepskin filed away among the family archives — an assignment to write theatrical articles for the Cleveland "Leader" in his possession — and an unfinished play — "Clothes" — in his brief case — Avery Hopwood — aged twenty-three — landed on Broadway.

Within a month he had sold "Clothes." It was his first hit.

His amazing gift for friendship won him many allies in the profession and through the next few years he collaborated with Channing Pollock, Mary Roberts Rinehart, Blanche Bates, David Gray, and others. Among their many successes were "Nobody's Widow," "In the Bishop's Carriage," "The Best People," "The Bat,"



STARS OF TODAY — Dick Powell and Joan Blondell, both outstanding screen stars were together in "Gold Diggers of 1933." They head the cast of "Gold Diggers of 1937" which opens at the Theatre on

in September, 1919, with Ina Claire as "Jerry La Mar" — a part which she played continuously for over two years. Since the play promised — like Tennyson's brook — to go on forever — she gave up the role in 1921.

Beautiful Gertrude Vanderbilt assumed the role of "Jerry" — finished the New York run and appeared in it for a year at Powers Theatre in Chicago.

In the meantime Tullulah Bankhead was triumphing in the part on the London stage.

Avery Hopwood at one time had four successes running to capacity houses simultaneously on Broadway.

Fame was his — and fortune — and half of the allotted quarter-century of successful achievement still ahead.

He often thought of the far-off day of his decision and the prophetic line: "There's gold in them thar hills!"

Enter the Warners

"The Gold Diggers" had been running its uproarious course for over four years when on January 14, 1923, the New York "Telegraph" informed the waiting world that after many months of negotiation with David Belasco, Warner Bros. had bought "The Gold Diggers" — and two other plays "Debary" and "Daddies" — and that, as an advance payment, a cool quarter million dollars had changed hands.

Warner Bros. presented the silent picture version of "The Gold Diggers" at the Rialto Theatre in New York in September, 1923.

Public and press acclaimed it.

man, Peggy Brown, Ann Cornwall, and Gertrude Short. John Herron, Alex Francis and Jed Prouty were in the cast and Harry Beaumont directed.

So enormous was the furore stirred up by "The Gold Diggers" in New York and on the road that the producers decided — after their perspicacity had given talking pictures to the world — to do the piece again in the grand manner — with music — song — dancing — scores of beauties — and all in natural color.

It was rechristened "Gold Diggers of Broadway." Red-headed Winnie Lightner became "Jerry."

Gertrude Short again appeared.

The other wise-cracking cronies of "Jerry" were Nancy Walford, Ann Pennington, Helen Foster — and the late Lilyan Tashman.

The men in the cast were Conway Tearle, Nick Lucas, Lee Moran, Neeley Edwards and Armand Kaliz — and the director Roy Del Ruth.

"Gold Diggers of Broadway" took the country by storm.

This was in 1929 — a year after the passing of Avery Hopwood.

In the fall of 1928 he went to France for a rest. His 'diggings' had netted him over a million. His head was teeming with ideas for new plays. He had won all the world has to offer. He was stopping at a hotel at Juan-les-Pins in France — and after dinner strolled to the sea for a swim. He had gone down for the last time before he could be reached. He was forty-six.

The fates had closed the books.

The Show Goes On

The perennial appeal of "The Gold Diggers" led the producers to present it in a newly-furbished version every two years!

"Gold Diggers of 1933" — presented lovely Joan Blondell as the queen of the chorines — with Dick Powell as the young lover in her toils — and Warren William as the moralistic relative who comes to save — and remains to sue!

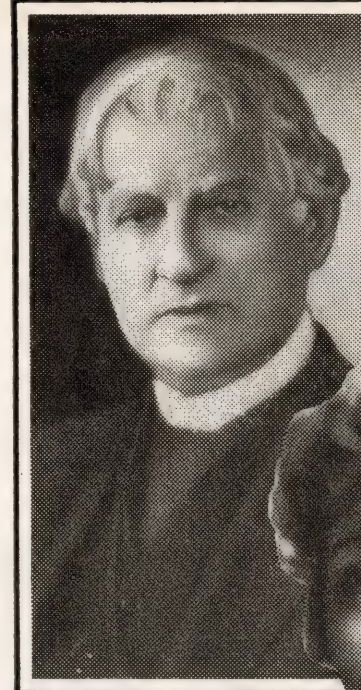
Joan's nimble-witted pals were Ruby Keeler — Ginger Rogers

and Aline MacMahon.

Ned Sparks, Guy Kibbee, Ferdinand Gottschalk, Tammany Young and others added to the gaiety of the melody-spangled sequences and Mervyn LeRoy directed.

"More exhilarating than '42nd Street'" was the public's verdict. For millions it lightened the starkness of one of the darkest years of the depression.

After two years "Gold Diggers of 1935" flashed across the screen with Gloria Stuart, Glenda Farrell, Winifred Shaw, Dorothy Dare and Alice Brady. Dick Powell again appeared as the dashing lover — with Hugh Herbert, Frank



WHERE IT BEGAN — David Belasco, whose order to Avery Hopwood started the chain of luck that has marked the path of "Gold Diggers."

profited — author — producers — actors! The past of the world's richest mine of merriment foretells its future! Again the gorgeous cavalcade of the Gold Diggers sweeps across the screen with its augury of success for stars and players.

"Gold Diggers of 1937"

"Gold Diggers of 1937"



FIRST STAR — Ina Claire, first star of the Belasco "Gold Diggers" which kept Broadway roaring for 2 years.

presents the gimme girls at their giddiest — but in a rushing, riotous and altogether original story.

The stars are Dick Powell and Joan Blondell — Mr. and Mrs. is the name in real life — with Victor Moore, the ludicrous gentleman who, as Mr. Wintergreen, was the presidential candidate in "Of Thee I Sing" — as king of the fun-makers. The nimble and personable Lee Dixon, Broadway's favorite hoofer, does his stuff. Osgood Perkins, Rosalind Marquis, and Glenda Farrell are prominently cast.

Others who appear as gold diggers or their victims are Irene Ware, Susan Fleming, William Davidson, Charles Halton, Harry C. Bradley, Olin Howland, Paul Irving, Charles D. Brown, and Joseph Crehan.

The famous song writing teams of Harry Warren & Al Dubin and Harold Arlen & E. Y. Harburg have contributed the sort of songs that everybody will be whistling — and hundreds of Hollywood's loveliest are seen in dazzlingly intricate dances created and directed by Busby Berkeley and everyone of these girls is hoping and believing that she, too, will in some way, be touched with "Gold Diggers' " luck.



ANOTHER WINNER — Talullah Bankhead who starred in the English production of Gold Diggers.



ANOTHER LUCKY ONE — Ruby Keeler, who has reached high stellar honors since she first appeared in a "Gold Diggers" production.

Special Sunday Feature Available Complete in Mat Form. Can Also Be Used in Lobby Frame. Order Mat No. 801—80c.



"GOLD DIGGERS OF 1937" PUBLICITY



(Lead-Off Story)

"Gold Diggers" Edition Of 1937 Comes To Strand

"Gold Diggers of 1937"—fourth and most elaborate of the famed series of musical movies which began in 1929 with "Gold Diggers of Broadway," and carried on with "Gold Diggers of 1933" and "1935"—has been booked by the Theatre, and will have its first local showing on

Just like the perennial Ziegfeld "Follies" and George White's "Scandals," these "Gold Diggers" of the Warner Bros. seem to have become a genuine American institution. Combining plenty of comedy, lots of hit songs, and no end of speedy and beautiful dancing by big choruses of lovely girls, they have all been tremendous successes.

This 1937 edition co-stars those newlyweds, Dick Powell and Joan Blondell. It features Victor Moore, Lee Dixon, a sensational new dancer, Glenda Farrell, Osgood Perkins, Donald Meek, Rosalind Marquis, Irene Ware and other fun-makers, plus 200 dancing beauties trained by Busby Berkeley.

Those who have seen previews of "Gold Diggers of 1937" proclaim it to be funnier and more tuneful than any of its predecessors, and especially are its settings of unusual size and beauty.

The most elaborate set, upon which the entire company appears in several scenes, represents the Long Island estate of a New York theatrical producer—played by Victor Moore of "Of Thee I Sing" fame.

Beginning at one end of the stage, on the porch of a three-story colonial type mansion, the camera was set on tracks enabling it to perambulate across a long artificial lawn spotted with some twenty-five trees, through to a 40-foot square swimming pool, 10 feet deep; across another lawn to a regulation-sized tennis court; through a bandstand pavilion and dining patio, and end up at the far end of the setting containing an atmospheric shrubby background.

Some 250 technicians worked three weeks to erect this unique set, which saved the company the expense and time involved in renting a less appropriate setting somewhere in the Los Angeles residential district.

The tennis court served as a dance floor for lavish production numbers conceived by Dance Director Berkeley. More than 300 extra players were employed daily during the filming of scenes in this one sequence.

Other sets include the interior and exterior of a large railroad station, the interior of a Manhattan night club, the ballroom of an Atlantic City hotel, and the full interior of a theatre.

The story, in brief, concerns Dick Powell, an unsuccessful insurance salesman, and Joan Blondell, stranded showgirl who becomes his secretary and who saves the day by landing him a million dollar application.

Songs by E. Y. Harburg and Harold Arlen and Harry Warren and Al Dubin, are entwined throughout the picture, while Busby Berkeley's dance ensembles are featured at the climax which represents the presentation of a Broadway musical comedy. Lloyd Bacon directed the dramatic part of the picture.

"Gold Diggers of 1937" is based on the play "Sweet Mystery of Life," by Richard Maibaum, Mike Wallach and George Haight. Warren Duff and Tom Reed wrote the screen play. It required approximately twelve weeks to film the story.

Welcome, Dick And Joan



Sweethearts in the picture and newlyweds in real life, Dick Powell and Joan Blondell will come to the screen of the Theatre on, heading the all star cast of the 5th and biggest edition of what has become a national institution "Gold Diggers of 1937."

Mat No. 209—20c

Uses Yachting Cap As Star Bait

A laborer assigned to net debris from a big swimming pool used in "Gold Diggers of 1937" appeared at his job with well-worn overalls and a brand new white yachting cap.

"What's the idea, Bill?" asked Dick Powell, star of the show.

"It's my autograph album," said Bill. "I knew you'd ask, and here's my fountain pen."

Dick signed. So did Joan Blondell, Glenda Farrell, Victor Moore and all the rest of the cast. They had to, since Dick had walked into the trap.

"Gold Diggers of 1937," big First National musical, will come to the Theatre on

(Opening Day Story) "Gold Diggers", Newest Musical, At Strand Today

"Gold Diggers of 1937," latest in the famous series of every-other-year musical comedies made by Warner Bros., opens today at the Theatre, with Dick Powell and Joan Blondell, the newlyweds, as its stars.

It has, like its predecessors, a lot of fast-stepping, lovely-to-look-at dancing girls trained by Busby Berkeley (no less than 200 of them this time), and is interspersed with new hit songs by Harold Arlen and E. Y. Harburg, and Harry Warren and Al Dubin.

Victor Moore, popular comedian of the New York musical comedy stage, helps support the Powell-Blondell star combination. There is also Lee Dixon, noted eccentric dancer from Broadway, making his screen debut; a new and striking torch-singer named Rosalind Marquis, besides such familiar fun-makers as Glenda Farrell, Osgood Perkins, Olin Howland, Irene Ware and Charles D. Brown.

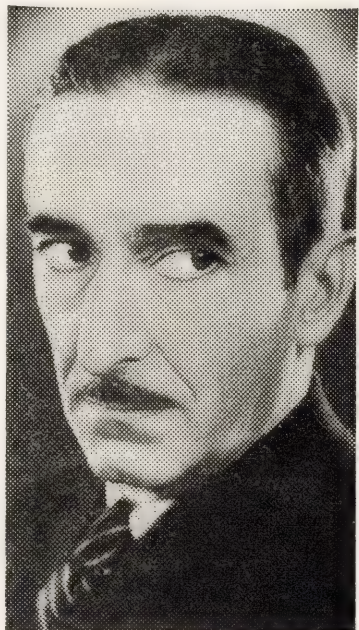
The story, it is said, has to do with Powell, who's been a flop as a life insurance salesman, putting over a million-dollar policy on the life of Moore, who is a theatrical producer. Moore takes a fancy to the lad and makes him head of his dramatic ventures.

This gives an opportunity for the use of some immense settings, such as a big convention hall in Atlantic City, a whole theatre, and a great estate on Long Island.

Joan Blondell and Glenda Farrell, as chorus girls out of a job, are said to hit a new high in fun-making, love-making, and money-making, outdoing all their previous performances as gold diggers. And there's love interest a-plenty, with Joan and Dick romancing, and the brand-new comedy team of Farrell and Moore doing a Mr. and Mrs. at the end.

The picture was directed by Lloyd Bacon. Those who saw early showings of "Gold Diggers of 1937" proclaim it the best of the series, all of which have been highly successful.

Osgood Perkins



Noted stage star who has an important role in support of Dick Powell and Joan Blondell in "Gold Diggers of 1937," the fifth and best edition of the famous Warner Bros. spectacle now playing at the Theatre.

Mat No. 107—10c

(Review)

'Gold Diggers Of 1937' Is Hailed As Best Of Series

Dick Powell, Joan Blondell, Victor Moore, 200
Girls, Featured In Warner Bros.' Musical

Every two years there is presented to the movie-fans of the world, under the generic title of "Gold Diggers," a big and merry melange of rich comedy, songs that become hits, and pretty, fast-stepping dancing girls by the hundreds. Warner Bros. originated this idea and have carried it out with unflinching success.

"Gold Diggers of 1937," the current edition, had its local premiere yesterday at the

Theatre, and sent a succession of highly-pleased audiences homeward with smiles on their faces and the hum of gay music on their lips.

Dick Powell and Joan Blondell are the stars. It will be an unforgettable picture for both of them, because it was during the making of this big musical that their courtship was conducted. And it was on the day after their last scene together that they were married and started honeymooning.

Both look very gay and happy in the picture. Dick sings as splendidly as ever, and Joan joins in with a pleasingly harmonious voice.

"Speaking of the Weather" probably will be sung and whistled about town. So will "Let's Put Our Heads Together," "Hush Mah Mouth" and "Life Insurance." The Warner studio team of Harold Arlen and E. Y. Harburg wrote these.

A smashing military number called "All is Fair in Love and War" was done by another hit-making team, Harry Warren and Al Dubin. This introduces 200 girls in amazing precision drills and dances with flags and drums—directed, of course, by the famed Busby Berkeley.

A logical enough comedy-yarn is provided, upon which the songs and dances are strung. It has to do with Powell, as an unsuccessful life insurance salesman, selling a million dollar policy on the life of Victor Moore, a leading theatrical producer. Moore takes a fancy to him and makes him

head of his stage enterprises.

Joan Blondell and Glenda Farrell, as chorus girls out of a job, continue the fast and funny gold-digging that they made famous in previous editions of the series. And with Joan and Dick romancing through the picture, and Glenda falling in love with Moore—whom she had set out to "take over"—there's plenty of love interest.

A new and sprightly eccentric dancer, a tall, lank youngster named Lee Dixon from the New York stage, makes his film debut in "Gold Diggers of 1937," and surprises and delights audiences.

Then there is the fresh and flip-pant Glenda Farrell, the peculiarly funny Osgood Perkins, Olin Howland, a pert brunette newcomer, Charles D. Brown, William Davidson and a dozen other well-known comedians—and, of course, Busby Berkeley's 200 dancing girls.

The girls are slightly taller, slightly heavier, and less blonde, the statistics tell, than the girls of previous "Gold Diggers." This show is the fourth of the series, the others being shown in 1935, 1933 and 1929.

Lloyd Bacon directed the dramatic part of the current production from a screen play by Warren Duff.

The settings of the 1937 "Gold Diggers" are larger and more imposing than those of any previous one of the series. There's an immense convention hall in Atlantic City, a vast estate on Long Island and a complete theatre in New York, among others.

Lessons In Gold Digging



Glenda Farrell, once more forming a "gold digging" team with Joan Blondell, gives Victor Moore a lesson in the fine art of chiselling in "Gold Diggers of 1937" the First National musical comedy which opens at the Theatre on

Mat No. 212—20c

"GOLD DIGGERS OF 1937" PUBLICITY



All Set For Biggest Hit



Dick Powell, Joan Blondell (right) and Glenda Farrell (left) are three alumni of Gold Digger productions who have returned to the "Gold Diggers of 1937" to make their biggest film hit. Accompanied by a score of Hollywood favorites and 200 dancing beauties, they will come to the Theatre on

Mat No. 206—20c

Odd Side Lines Aid Support Of "Gold Diggers"

Dancing in motion picture musicals is fine work when you can get it; but you can't always get it. Because of this, a good percentage of Hollywood's dancing girls have invested money and time in sideline hobbies and business ventures which help to bring the money in when they're not tapping routines before the cameras.

Ann Sparkling, for instance, owns a half interest in a hot dog stand located at a beach resort near Hollywood. Saving up most of her money earned in a last year's musical production, she invested it with a friend who runs the stand. From this sideline venture she makes enough to keep her going when there is no work at the studios.

Ann is one of the 200 dancing girls in the First National musical picture, "Gold Diggers of 1937," which comes to the Theatre on

Muriel Scheck, also a "Gold Digger," devotes all her spare time to writing. She recently sold two original screen stories to major studios and has a third in preparation.

Colleen Ward, petite brunette from Duluth, owns a partnership in a Hollywood floral shop. Between rehearsals at the studio she reads books on botanical subjects with an idea of making the venture a full-time job within a year or so.

Marina Passerowa, a native of Prague, writes a weekly column of Hollywood gossip for Czechoslovakian newspapers.

Other sidelines practiced by the "Gold Diggers" girls include dance instruction, lessons in golf and tennis, part time stenography, insurance selling, dressmaking and gymnastic instruction.

"Gold Diggers of 1937" is the fourth of the famous and delightful "Gold Diggers" series turned out by the Warner Bros. studios. It is the funniest and most elaborately mounted and cast of all of them. It stars Dick Powell and Joan Blondell, and the other noted players include Victor Moore, Glenda Farrell, Lee Dixon, the famed eccentric dancer; Osgood Perkins, Charles D. Brown, Rosalind Marquis and Irene Ware, plus 200 dancing beauties.

Never Heard Of Dick Powell, He Tells The Star

Dick Powell, film star, had to turn hitch-hiker recently and thumb a ride.

The miniature electric automobile he built himself broke down on the way home from the Warner Bros. studio, where he had been working in a scene for "Gold Diggers of 1937," now showing at the Theatre.

Six or seven cars passed the singing star before a man in an ancient flivver pulled up, offered him a lift and drove him to the gates of his home.

"You must be a movie actor to have a house like this," said the man as he let Dick out.

"I do work in pictures," answered Dick. "My name is Dick Powell."

"Never heard of you," answered the man. "The last picture I saw was 'The Birth of a Nation.' It was a pretty good one, too."

Dancing Star



Lee Dixon, 22 year old dancing star, has a leading role with Dick Powell and Joan Blondell in "Gold Diggers of 1937," the First National production which opens at the Theatre on

Mat No. 115—10c

Unseen Men Are Vital Need In "Gold Diggers"

Six extra men who worked in "Gold Diggers of 1937" at the Warner Bros. studios were told plainly that they'd never be seen on the screen when the picture was released. To compensate them, though, they were paid twice as much as the average extra player.

The reason for their obscurity was that they worked under water while the rest of the cast worked above!

When the musical — now showing at the Theatre — went into production, Dance Director Busby Berkeley designed an unique "dance" number to be executed by chorus girls on the top of the water in a huge swimming pool built on one of the studio's sound stages. When it came time to do the act, it was found that the most practical way of keeping the girls up was to have them supported by men underneath the water.

As a consequence, six swimming extras who were able to hold their breath for 60-second periods at a time while below the surface were obtained for the sequence. Their sole job was to stand on the floor of the pool and hold the girls up as the camera trucked along the edge of the pool!

It required three days to film the sequence on account of the short periods of time the "supporting players" could stay submerged.

Produced on an even more elaborate scale than the preceding pictures in this series, "The Gold Diggers of 1937" is considered the tops for comedy and all-around entertainment. It stars Dick Powell and Joan Blondell, and the other noted players include Victor Moore, Glenda Farrell, Lee Dixon, Osgood Perkins, Charles D. Brown, Rosalind Marquis and Irene Ware, plus 200 dancing beauties.

Lee Dixon Tells Amusing Stories With Agile Feet

Pantomimic dancing routines which often take as long as eight or ten minutes to execute are the specialty of Lee Dixon, 22-year old dancing star whom Warner Bros. gave a leading comedy role with Dick Powell and Joan Blondell in "Gold Diggers of 1937," now on view at the Theatre.

Dixon, who was picked up by the talent scouts while an entertainer with Rudy Vallee's band at the Dallas Fair, guarantees that he can work out a "dance picture" for any story or situation within an hour's time.

His favorite pastime is to learn the lyrics to a popular song and then devise a routine to tell the story of the song in dance steps. Those who have watched his routines around the set say that anyone familiar with popular songs can guess the title two or three minutes after Dixon has started tapping off his dance story.

"Gold Diggers of 1937" is Warner Bros.' latest contribution to this famous series of pictures and from all reports is the best of the lot. Bubbling over with swell comedy, it stars Dick Powell and Joan Blondell, and the other noted players include Victor Moore, Glenda Farrell, Osgood Perkins, Charles D. Brown, Rosalind Marquis and Irene Ware, plus 200 dancing beauties.

The picture was directed by Lloyd Bacon and Busby Berkeley from a screen play by Warren Duff.

Mr. And Mrs.



Dick Powell and Joan Blondell fell for each other so hard during the filming of "Gold Diggers of 1937," the First National film musical coming to the Theatre on, that immediately after the picture was completed they got married.

Mat No. 108—10c

Ever Get Seasick In Rocking Chair?

Anti-seasickness pills were needed during the making of "Gold Diggers of 1937" at the Warner Bros. studios, though the picture has nothing to do with the ocean.

A lot of the chorus-girls became ill when they had to rock back and forth in immense rocking chairs used in one of the spectacular sequences, and after the first day every girl was given a pill.

Price Of Popularity



Victor Moore, shown above surrounded with Gold Diggers who have dug successfully, is one of the leading fun makers among a score of mirth makers who appear with Dick Powell and Joan Blondell in the 5th and biggest of the now famous film musical series "Gold Diggers of 1937," which opens at the Theatre on

Mat No. 214—20c



"GOLD DIGGERS OF 1937" PUBLICITY



Film Stars Miss Script Lines On Eve Of Marriage

Love hits the movie stars just as it hits anyone else. It renders them to a certain degree silly, and takes away all powers of concentration regarding any other subject.

Look at Dick Powell and Joan Blondell. Ordinarily two of the best "studios" on the Warner Bros. lot when it comes to learning script lines, the love-sick pair just couldn't concentrate on the final scene in the musical picture "Gold Diggers of 1937" now at the Theatre, when it was shot on the eve of their marriage last September.

The scene wasn't particularly hard or long. Just a matter of a few lines between the two and the chorus of a song by Dick. Ordinarily it would have taken about three hours to complete the entire sequence.

But the company worked from seven o'clock in the evening until one o'clock in the morning before the cameras turned on the final closeup!

No one else in the company seemed to resent the delay. Most of them were married and knew the symptoms!

"Gold Diggers of 1937" is the fourth of the famous and delightful "Gold Diggers" series turned out by the Warner Bros. studios. It is the funniest and most elaborately cast and mounted of all of them. It stars Dick and Joan, and the other noted players include Victor Moore, Glenda Farrell, Lee Dixon, the famed eccentric dancer; Osgood Perkins, Charles D. Brown, Rosalind Marquis and Irene Ware, plus 200 dancing beauties.

Two Tune Teams Write Music For "Gold Diggers"

Because of the variety of song numbers used in the Warner Bros. musical picture "Gold Diggers of 1937," two studio song teams collaborated in the writing of the music and lyrics for the lavish production numbers staged by Dance Director Busby Berkeley.

The team of Harburg and Arlen wrote four of the numbers — "Speaking of the Weather," "Let's Put our Heads Together," "Hush Mah Mouth" and "Life Insurance," while the team of Warren and Dubin wrote "With Plenty of Money and You" and "All is Fair in Love and War," a stirring drill number that serves as the finale for the picture. "Gold Diggers of 1937" comes to the Theatre on

The production scenes built around these numbers are among the most brilliant ever directed by that past master, Busby Berkeley. Leading them are Dick Powell, and appearing with him in at least one of the numbers are Joan Blondell, Rosalind Marquis, and Lee Dixon.

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The picture was directed by Lloyd Bacon and Busby Berkeley.

Winners Of "Flying Gold Diggers" Title



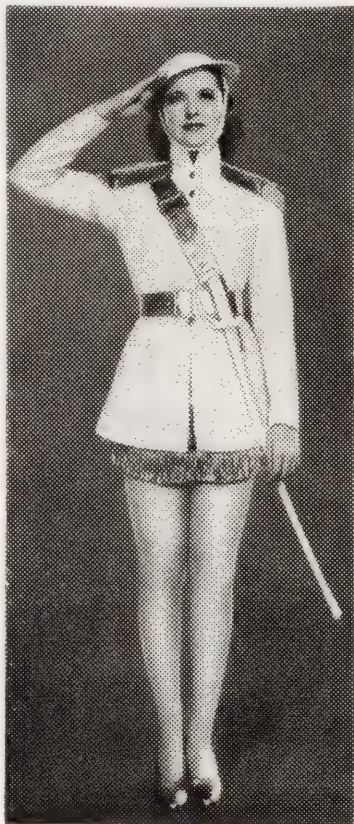
Composing the sweetest cargo ever to fly the skyways, these girls were selected by Busby Berkeley, famous dance creator who originated the ensembles of "Gold Diggers of 1937," to make personal appearances in America's key cities. They traveled by airplane. They're shown above at the end of the tests that brought them this distinction. In the first row are Fred Lawrence (left) Rosalind Marquis and Director Berkeley. The girls are Lois Lindsay, Gulfport, Miss.; Marry Cassidy, Omaha, Neb.; Rose Tyrell and Carolyn Newell, New York City; Beth Renner, Dallas, Tex.; Naida Reynolds and Helen Lynn, Kansas City, Mo.; Nelda Kincaid, Birmingham, Ala.; Eleanor Bailey, Atchinson, Kan.; Helen Seaman, Dermott, Ark.; Lorraine Gray, North Hollywood, Cal.; Sue Gomes, Portland Ore. They will appear with the 200 dancing girls in "Gold Diggers of 1937" which comes to the Theatre on

Mat No. 302—30c

Dick Uses Gargle To Thicken Voice

To "thicken his voice" and thus give naturalness to his portrayal of a young man with a jag, Dick Powell, who is co-starred with Joan Blondell in "Gold Diggers of 1937" which opens at the Theatre on

Rosalind Marquis



One of the featured players in "Gold Diggers of 1937" the First National production now at the Theatre is charming Rosalind Marquis, shown above leading one of the sensational Busby Berkeley ensembles.

Mat No. 110—10c

Screen Stardom Aids Long Life Asserts Powell

Today's motion picture leading men will probably live an average of ten years longer than the ordinary business man of the same age.

This interesting statement does not come from Lloyd's insurance agency or the statistical department of the American Medical Association, but from Dick Powell, who fully expects to live well past the sixty mark in years.

Powell, who is to be seen in the leading role opposite Joan Blondell in First National's "Gold Diggers of 1937," which comes to the Theatre on

attributes his statement to the fact that today's movie leading men have to train with the care of boxers in order to keep in perfect physical trim at all times.

"Keeping in perfect physical shape is as much a part of our profession as is doing a scene before the camera," says Powell. "Speaking for myself, and probably a lot of other players in Hollywood, I would be inclined to be fairly lazy about staying in form if it were not for appearance before the camera."

"Thus, we'll owe any years above the average which we may enjoy, to our fans, who are insistent that we keep broad shoulders and slender hips."

"Gold Diggers of 1937" is the fifth of the famous and delightful "Gold Diggers" series turned out by the Warner Bros. studios. It is the funniest and most elaborately mounted and cast of all of them. It stars Powell and Joan Blondell, and the other noted players include Victor Moore, Glenda Farrell, Lee Dixon, the famed eccentric dancer; Osgood Perkins, Charles D. Brown, Rosalind Marquis and Irene Ware, plus 200 dancing beauties.

The picture was directed by Lloyd Bacon and Busby Berkeley, from a screen play by Warren Duff.

Hey, Ladies! Quit Proposing to Dick!

Apparently some of the fans who admire Dick Powell, co-star of "Gold Diggers of 1937," don't follow the newspapers very closely.

During the fortnight after his marriage to Joan Blondell, who shares stellar honors with him in the picture, Dick's mail contained some 50-odd proposals from girls in various parts of the country.

"Gold Diggers of 1937," immense musical comedy is now showing at the Theatre.

Dance Director Defines Type Of Girls He Wants

Beautiful women can be divided into two groups, like houses, "furnished and unfurnished," according to Busby Berkeley, Warner Bros.' director and dance impresario, and originator of the spectacular musical numbers in "Gold Diggers of 1937," which comes to the Theatre on

What Berkeley means by "furniture" is brains. "Unfurnished" beauty is mere prettiness without a high order of intelligence which makes for personality, behind it.

Some of the "prettiest" girls he finds in his personal search for beauty, are discarded on the first test. Berkeley refers to them, sometimes, as "unfurnished." He wants the other kind for his "Gold Diggers" ensembles.

This makes the vacancies in his choruses more difficult than ever to fill. A girl must have beauty of face and figure, trim ankles, acceptable knees, and brains or personality to match.

Pessimist that he is, Berkeley believes that no woman living can claim perfection in all of these qualifications for real beauty.

He never gives up looking for such a woman but he never expects to find her. He is content with a little less than perfection, but he is more insistent upon intelligence than upon regularity of features.

He is, in his own words, interested only in "furnished" beauty.

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The picture was directed by Lloyd Bacon and Berkeley from a screen play by Warren Duff, based on the stage play, "Sweet Mystery of Life."

Even Gold Diggers Pay



William Davidson (left) Dick Powell and Joan Blondell (center) and Lee Dixon discover that it takes money to produce a Broadway stage success in an hilarious sequence in "Gold Diggers of 1937" the 5th and best edition of the "Gold Digger" series, which is now playing at the Theatre.

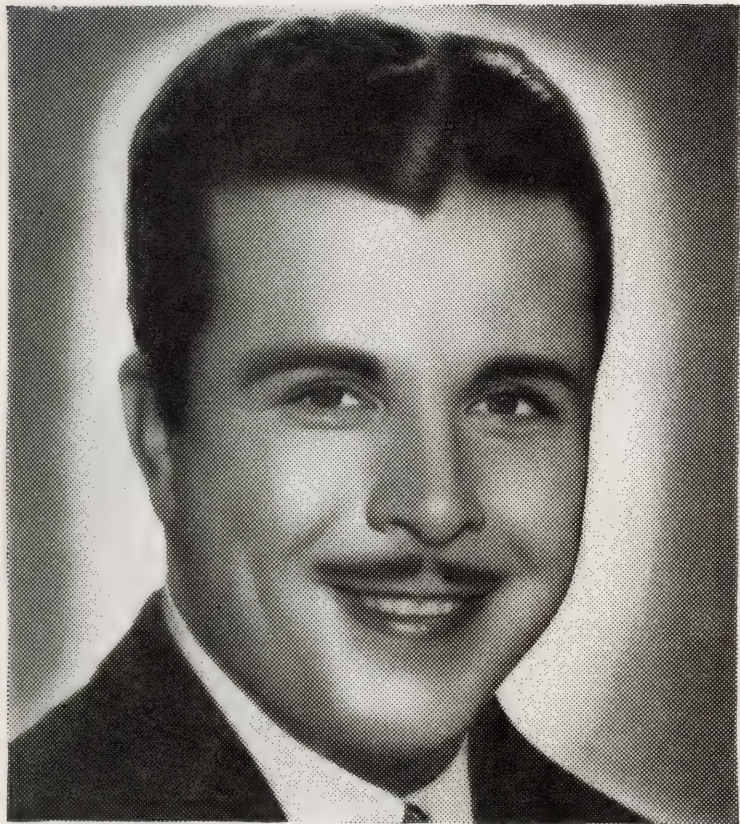
Mat No. 210—20c



"GOLD DIGGERS OF 1937" PUBLICITY



Star's Star Is Rising



Dick Powell, who is co-starred with Joan Blondell in the 5th and best of Warner Bros.' "Gold Digger" series, the "Gold Diggers of 1937" which is now playing at the Theatre, has one of his most pleasing roles in the big First National musical.

Mat No. 219—20c

Joan Blondell Champions "Gold Diggers Of 1937"

Star Thinks It's All Right For Chorus Girls To Accept Presents

"Gold Diggers? More power to them! I wouldn't condemn any Hollywood chorine for doing a little subtle gold digging when she has a legitimate opportunity!"

Joan Blondell, who in the past two or three years has earned for herself the strictly cinematic title of "Hollywood's Gold Digger Number One," was taking the stand in defense

of the girls who can blush very prettily while accepting a diamond bracelet from a boy friend. The actress, who appropriately enough has the leading feminine role opposite her bridegroom, Dick Powell, in the First National musical "Gold Diggers of 1937," knows her theatre front and back, and knows gold diggers and chorus girls through contact with them. But she has never been a gold digger in the faintest sense of the word, in real life.

"But that doesn't mean that I condemn girls who do," Joan said, as she sat on the set and watched dance director Busby Berkeley put some 200 chorines through their paces for a tennis court dancing number in the new musical, which comes to the Theatre on

"They have their own viewpoint and I can see it. A young girl gets a break in a show. She interests men. Many of them with money. This girl figures she may not get another break for a long time. While the sun shines she will have to make the proverbial hay (and I don't mean 'hey-hey!')

"Naturally she is attractive and hopes she will marry a rich boy. Then when the boy isn't forthcoming, maybe she'll take a rich man older than herself."

Joan added that the gold digger is no new species.

"Remember the Floradora girls? They did pretty good by themselves. I imagine that back in the days when 'The Black Crook' was the big legitimate hit, the girls were looking for rich stage door Johnnies when they left the theatre. So don't blame this on movies and automobiles and radio!"

Screen Chorines Unlike Those Of Stage, Says Joan

"I can always tell a stage chorus girl from a screen chorine," said Joan Blondell as she watched some fifty Hollywood beauties prepare to rehearse for a scene in "Gold Diggers of 1937," the First National musical now showing at the Theatre.

"These girls just came on the stage a minute ago," Joan was told. "They haven't had time to do much yet. Could you tell if they were stage or screen girls if you didn't know already that they were working in this picture?"

"Absolutely," answered the actress. "It was a dead give-away. The first thing they did was to hand their purses and other belongings to the property man for safekeeping in his lock box."

"Do you know what a stage chorus girl would have done as soon as she came on the stage? She would have placed her purse in the footlights. They've been doing that ever since 'Floradora' first went into rehearsal — and probably will continue doing so until eternity."

"This is because the bags are always in their sight while they are rehearsing and there's very little chance of someone slipping up and stealing one of them. A very natural custom of the theatre that hasn't been transferred to the movies."

"Another difference is in their slang," said Joan, "although I'll admit for the most part that it is strikingly similar. A girl trained to the legitimate is 'up-stage' if she is inclined to be a trifle ritzy. A screen chorine would call the same girl a 'Holly-hock' — meaning that she had gone Hollywood."

"There are other differences, but they would be noticed only by someone who had worked on both the stage and the screen for a long time."

Famed Musical Team Does "Gold Diggers" Melodies

Harry Warren And Al Dubin Have Written Ten Hits For Warner Series

By ALEX EVELOVE

You may talk about your "Gold Diggers" beauties, all 200 of them. About Dance Director Busby Berkeley's direction of them in their intricate paces. About the stars and featured players who make each "Gold Diggers" of whatever year, a success up and down the Broadways of the land.

But what about two modest men who are also veterans of the "Gold Diggers" wars, who have started more dancing, humming, whistling and singing than any two other gentlemen in Hollywood? Yes, what about Harry Warren and Al Dubin, "Gold Diggers '33," "Gold Diggers '35," and the present "Gold Diggers of 1937," which comes to the Theatre on?

They have done ten songs in the three "Gold Diggers" since 1933. Count 'em, remember 'em and hum 'em: "Shadow Waltz," "We're in the Money," "Remember My Forgotten Man," "I've Got To Sing A torch Song," "Pet-tin' in the Park" (all of those from "Gold Diggers of 1933"), "Lullaby of Broadway," "The Words Are in My Heart," "I'm Goin' Shoppin' With You" (all from "Gold Diggers of 1935"), "All's Fair in Love and War" and "With Plenty of Money and You" (both from the recently completed and forthcoming "Gold Diggers of 1937").

That's the W. & D. record on "Gold Diggers." They wrote the nation's songs, but the nation doesn't know much about these two fellows who discovered as far back as "42nd Street" that they were a pretty good team, that they worked well together and ought to do it from then on.

Dubin is a native Philadelphian, and he tried his hand at drawing, and at writing poetry, before he made the grade in Tin Pan Alley. Some of his many hits have been "Just A Girl That Men Forget," "Carolina Moon," and "She Was Just A Sailor's Sweetheart."

Warren is a New York Italian lad who started his musical career playing the piano in Brooklyn. Then he drifted to Tin Pan Alley, and scored many successes.

The team of Warren and Dubin was formed when Warner Bros. assigned them to do the music for "42nd Street."

Dick, Long An Insurance Buyer, Sells It In Film

Star Who Has Been Pestered By Agents Now Plays One On Screen

By DICK POWELL

(Starring with Joan Blondell in "Gold Diggers of 1937," which opens at the Theatre on)

I knew it would come about sometime. At last they cast me in a role with which I am perfectly familiar. In fact I could have written the part. I know the ups and downs of the business as I know the notes on the musical scale. I don't have to step out of character a bit to play the part of a guy who knows all about the insurance business.

This fine bit of casting came about when Warner Bros. assigned me to the part of an ambitious young insurance salesman in "Gold Diggers of 1937." When I heard about it I stuck my feet up on my dressing room make-up table and took it easy for a couple of days. No need of any coaching for this part. It was a cinch!

All my life I've been plagued by insurance salesmen, and all my life I've tried to cultivate that art known as "sales resistance." So far the salesmen have won out.

No need to say that I know them all by their first names now. It's sort of like a class reunion when the boys get together and storm my portals in an attempt to sell me just a little bit more. Two more policies, they say, and I'll be as heavily insured as the "Queen Mary."

My first run-in with one of the boys was down in Little Rock. I was a callow youth, still in my 'teens, and earned a little extra money every Saturday night tooting a saxophone in a three-piece band.

One night, when the other two pieces — piano and drum — were indisposed, and I was holding down the music job all by myself, a gentleman with a pink face and a brown derby hat edged up to me and asked me if I wouldn't like to take out some insurance on my saxophone.

"What kind of insurance?" I asked.

"Why, simple twenty three and endowment, straight life and full

accident coverage," he told me as he pulled out a handsome looking policy with beautiful imitation gold around the edges. "All you have to pay is twenty-five cents a week. If your horn there ever gets in an accident or is stolen you get one hundred dollars, a new horn and a book of lessons!"

"I won't need the lessons," I told him.

He seemed insistent that I take them anyway. He was so kind about it all that I finally signed up and gave him a dollar for the first four weeks' payment.

The pink-faced gentleman came around regularly every week and collected his twenty-five cents. Finally, after he had collected a total of thirty-two dollars and fifty cents I lost the horn. I ran around to his office to collect my money, a new horn and the book of lessons.

It seemed, though, that he had grown weary of the insurance business and had left town. His landlady said he had joined a dance orchestra the night before and had gone on with the band to another town.

"They hired him because he had such a nice-looking saxophone," she told me. I've always been a little suspicious of the insurance boys since that time. But I've always been the first one to sign on the dotted line.

Yes, sir, they've insured me against everything except the taking out of another policy. I'm waiting for a guy to come along and do that!

Reunion In Gold Diggers



Dick Powell and Joan Blondell were teamed in "Gold Diggers of 1933." Now they are co-starred in the fifth and best of the series "Gold Diggers of 1937" the First National musical comedy which opens at the Theatre on

Mat No. 202—20c



"GOLD DIGGERS OF 1937" PUBLICITY



They're 'Gold Digger' Grads



These 12 girls who have worked in three "Gold Diggers" shows produced by Warner Bros., have banded themselves into an alumnae association. Front row, left to right: Members of the 1933 extravaganza, Mildred Dixon, Dorothy O'Connell, Bee Stephens, Gloria Fayth. Class of 1935 edition, second row, left to right: Lorraine Grey, Helen Seaman, Eleanor Bayley and Lois Lindsay. In the current "Gold Diggers of 1937" which opens at the Theatre on, are (back row, left to right) Beth Renner, Ruth Eddings, Loretta Andrews and Jean Gale.

Mat No. 217—20c

Homegrown Girls Are Majority In "Gold Diggers"

That California takes care of its own is evidenced by the fact that there are more California girls in the average dancing chorus in musical pictures than there are representatives from any other single state.

Check-up on the girls working in dance numbers in the First National musical picture "Gold Diggers of 1937," which comes to the Theatre on, proved that out of the 200 dancers used in production numbers, 33 were from various California cities. The next ranking state was Texas with a total of 18 representatives.

Curiously enough, most of the California girls are natives of Los Angeles or Hollywood.

Of the Texas girls in the group, no two of them come from the same city. Every corner of the state is represented.

Missouri is the third ranking state with a total of nine representatives. Nebraska is next in line with a total of five girls represented. Illinois, too, boasts five. Four of them are from Chicago.

Thirty-seven of the forty-eight states are represented. Three of the girls are natives of foreign countries — France, England and Czechoslovakia.

"Gold Diggers of 1937" is the fourth of the famous and delightful "Gold Diggers" series turned out by the Warner Bros. studios. It is the funniest and most elaborately mounted and cast of all of them. It stars Dick Powell and Joan Blondell.

tests of this nature," Professor Warren points out, (and it is to be understood he is referring to the curves on his graphs and not to those on the girls), "agrees in every respect with the curves found in tests conducted for students at the University of Southern California and other colleges.

"I found a small percentage of both brilliance and dullness, with nine per cent of the girls testing 'very bright,' twenty-two per cent of them falling into the 'bright' group, and fifty-eight per cent averaging a high normal intelligence."

lowest grade, he stated, was not below the mark commonly found in colleges.

"The general curve found in all

Girls Of "Gold Diggers" Brainy As Collegiennes

Learned Professor Tests Chorines And Finds Them Just As Smart As Co-eds

To succeed, the modern "gold digger" needs to be beautiful, but she cannot be dumb. The intangible things which Dance Director Busby Berkeley calls personality, and which the college professor catalogues as brains, turn out to be almost one and the same thing.

It's all been settled scientifically. Professor Neil Warren of the department of psychology of the department of psychology of the University of Southern California has satisfied himself and the rest of the educational world that intelligence does hide behind a pretty face and that brains may ride above a perfect figure.

Fifty-four of Director Berkeley's hand-picked chorus girls appearing in the ensembles of the First National picture, "Gold Diggers of 1937," which comes to the Theatre on, submitted to the same "Otis Test to Determine Mental Ability" that Prof. Warren gives to the co-eds of his university.

They came away with flying honors and left Prof. Warren beaming with admiration and surprise.

When the educator had corrected the papers, figured his quotients and drawn his "graphs," he announced that the Warner Bros. beauties had an average intelligence quotient of 105.

"This is a surprisingly high grade," he said, "when it is considered that the average is higher than that of some colleges. The chorines average an exceptionally high normal intelligence, almost reaching the superior group."

Prof. Warren found that almost a third of the showgirls exceeded the average of college co-eds throughout the country. Even the

She Had What It Takes



Being a Busby Berkeley girl in "Gold Diggers of 1937" which comes to the Theatre on, is not easy. Every one of the 200 girls seen in the ensembles was personally selected by Berkeley and had to conform to specific requirements. Above is shown how the noted dance director made his selections. Berkeley is seated. Eddie Larkin his assistant, is jotting down measurements, and Mary Cassidy passes the test as Melba Marshall waits her turn.

Mat No. 215—20c

Film's Best Dance Girls Now Taller And Heavier

Statistics On "Gold Diggers" Measurements Show Changes Since 1933

The 1937 Hollywood Gold Digger, working in the chorus of that perennial First National screen musical, is three pounds heavier, on the average, than was her 1933 sister.

The new crop, now known as the "Gold Diggers of 1937," and currently on display at the Theatre, is slimmer legged and plumper of body than were the chorus maidens of four years ago. This in spite of the fact that the dance director of the production,

Busby Berkeley, has no hard and fast rules limiting weight, height, or age among the girls he selects for parts in this famous chorus.

"Women are gradually redistributing their weight," explains Lewis Hippe, physical director of the studio where these girls worked. "Curves are more generous and bodies are firmer, due to the steady elimination of those who were inclined to be either too fat or too lean."

The chorus girls most in demand in the film capital, Hippe indicates, are those whose body curves are round and smooth and neither bulbous nor bumpy.

"The perfect feminine figure, as exemplified by the 'Gold Diggers,'" he says, "is streamlined."

"The principal secret of such beauty," he adds, "is good health, plenty of exercise and lack of worry."

The average weight of the chorus girls used in the past few months in Warner pictures, has been 114 pounds. Three years ago it was 111.

"But the distribution of that weight," Hippe points out, "is now so much improved that the girls actually appear to be more trim and graceful."

"Gold Diggers of 1937" is the fourth of the famous and delightful "Gold Diggers" series turned out by the Warner Bros. studios.

"Gold Diggers Of 1937" On Parade



Sensational dance ensembles, created and directed by Busby Berkeley in which more than 200 of Hollywood's most beautiful girls appear, are feature numbers in "Gold Diggers of 1937" the fifth and best of the series, which opens at the Theatre on

Mat No. 301—30c

"GOLD DIGGERS OF 1937" PUBLICITY



“Gold Diggers” Compete With “Daring Young Man”

Director Calls On Them For Dizzy Stunts On Pedestals High In Air

No wonder chorus girls have the reputation of being dizzy. They get that way after a couple of years spent around the Hollywood movie lots, performing at the whim of a dance director who dishes out his terpsichorean art from the highest spots he can find.

During the past six or seven years Hollywood ladies of the ensemble have learned that straight dancing on a polished floor is just one very small aspect of a dancing sequence. When they sign their term contracts for the duration of a musical sequence in a picture they know they will be expected to do anything the director asks — from swinging on a trapeze fifteen feet above the floor to being ejected from the mouth of a property cannon.

The girls are almost on a par with the highly-publicized stunt men of the film city. The tricks that come under the head of dancing are limitless.

A typical example is the “All is Fair in Love and War” number made by Warner Bros. for a sequence in their biennial musical extravaganza, “Gold Diggers of 1937,” which will open at the Theatre on Two hundred of Hollywood’s prized dancing chorines take part in this.

On the first day of rehearsal for the “Gold Diggers” number, Busby Berkeley, dance director on the picture, devised a plan for having twelve of the girls go through a routine on the seat of a huge rocking chair.

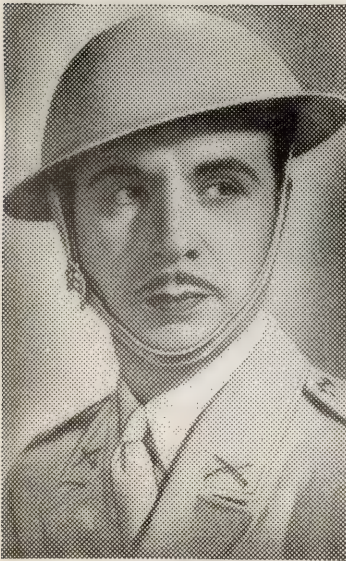
The chair couldn’t be of the straight type. It had to rock while the girls were dancing. Something new for the public and a new stunt for the girls.

They pitched in and learned how to balance themselves and go through a fast-stepping routine as it swayed back and forth. The chair, incidentally, is 29 feet high!

Another routine in the sequence called for the girls to stand atop “parallels” 14 feet high and manipulate an eight-foot flagstaff through a series of signal drills. They were strapped to the base, of course, but it was a cinch to bring on dizziness.

Your modern dancing Miss gets more thrills in an average week of “dancing” than other less fortunate girls get in a lifetime.

Ready For Battle



Dick Powell is again in uniform, but his battles are more marital than martial in “Gold Diggers of 1937” in which he and Joan Blondell are starred. The picture comes to the Theatre on

Mat No. 109—10c

Hair Dresser Turns Down Acting Bid

Playing for the silver screen holds no glamour for Ruth Pursley, pretty auburn-haired hair dresser. While she was working on Joan Blondell’s hair, during the filming of “Gold Diggers of 1937” which is now showing at the Theatre, she was offered a contract at the Warner Bros. studio, but she turned it down, because she likes her own profession better.

It’s A Matter Of Necking



Now in its fifth and best edition, “Gold Diggers of 1937” comes to the Theatre on, with Dick Powell and Joan Blondell heading an all star cast which includes Victor Moore, Glenda Farrell, Osgood Perkins, Lee Dixon and a score of Hollywood favorites in addition to 200 beautiful dancing girls.

Mat No. 204—20c

Marriage, Homes, Children For 1937 “Gold Diggers”

Few Desire Film Stardom, Some Even Willing To Wash Dishes For Love

By CARLISLE JONES

Judging from the questionnaires filled out by the 200 girls that worked as “Gold Diggers of 1937,” eighty-five per cent of Hollywood’s chorines have their minds set on marriage — eventually if not now.

More than three-fourths of them hope to have children, and nearly half of them are willing to do their own housework — “at least for a few years.” Only six would be willing to mow the family lawn, but 46 expect to do part of the family laundry.

Twenty-four of the 200 girls would rather become screen stars than marry. Eleven of them declare they would rather be famous than happy.

True to the type of roles they played, “money” is rated next in importance to love in their lives. Asked how much money they considered desirable, the answers ran all the way from “coffee and cake” money to \$5,000,000. Most of them indicated they would be content with \$50,000 invested in property or stocks and bonds. Fifty thousand dollars seemed to appeal to the Gold Diggers as a comfortable round sum.

The “Gold Digger of 1937,” who will be seen at the Theatre on, would like to live in an eight room house

or a six room apartment. Three indicated they would demand a penthouse or something equally swank. Without exception they all want — or have — fur coats, automobiles and diamond rings.

Apparently they are rather average young American girls.

“Gold Diggers of 1937” is the fourth of the famous and delightful “Gold Diggers” series turned out by the Warner Bros. studios. Elaborately cast, it stars Dick Powell and Joan Blondell, and the other noted players include Victor Moore, Glenda Farrell, Lee Dixon, the famed eccentric dancer; Osgood Perkins, Charles D. Brown, Rosalind Marquis and Irene Ware, plus 200 dancing beauties.

The picture was directed by Lloyd Bacon and Busby Berkeley from a screen play by Warren Duff, based on the stage play “Sweet Mystery of Life.”

Victor Moore Keeps Tabs On His Old Friends’ Oddities

Comedian Of “Gold Diggers” Makes Notes On Fellow Players’ Unusual Habits

In order to prove that all comedians don’t sit around thumbing the pages of Joe Miller’s joke book in their spare time, Victor Moore, the stage and screen comedian, is showing friends an “Eccentricity Chart,” which he kept between scenes of the Warner Bros. musical, “Gold Diggers of 1937,” which comes to the Theatre on

Moore, who plays a leading comedy role in the picture, keeps the chart because he likes to study the peculiar mannerisms of the human race.

“Audiences are quick to detect a flaw in your impersonations of the human race,” he says. “That’s why I’m always jotting down notes about the funny things my fellow players do and say. A true-to-life impersonation always goes over big in anybody’s theatre.”

Following are some of the eccentricity notes Moore has jotted down about other players in the “Gold Diggers” company:

Dick Powell always pushes his hat on the back of his head as soon as the cameras have stopped grinding on a scene. He leaves it that way until the next scene is ready.

Joan Blondell has a telephone complex. She can’t stay away from the set telephone for more than two minutes at a time. She isn’t at all particular about her costume but fusses and fumes to herself if one curl of her hair is out of place.

Glenda Farrell is a pencil chewer. She sits with a pencil in her hand and chews the end of it until it is half demolished. Moore says her capacity is about three a day including the eraser.

Moore classes himself as a “Stomach Worrier.”

“At least three times a day,” he says, “I find myself worrying about my diaphragm. Not that it’s getting too big. Quite the contrary. I’m afraid if I should lose too many pounds I wouldn’t look like a comedian and

Victor Moore



One of the stage’s most noted comedians, Victor Moore has a featured role in “Gold Diggers of 1937,” the First National production which opens at the Theatre on Dick Powell and Joan Blondell head the cast.

Mat No. 106—10c

would lose my job!”

“Gold Diggers of 1937” is the fourth of the famous and delightful “Gold Diggers” series turned out by the Warner Bros. studios. It stars Dick Powell and Joan Blondell.

New Song Hits In Film



Dick Powell (left) and Lee Dixon (right) join the wash-room boys in putting over one of the many new songs featured in “Gold Diggers of 1937,” the new First National musical spectacle which opens at the Theatre on

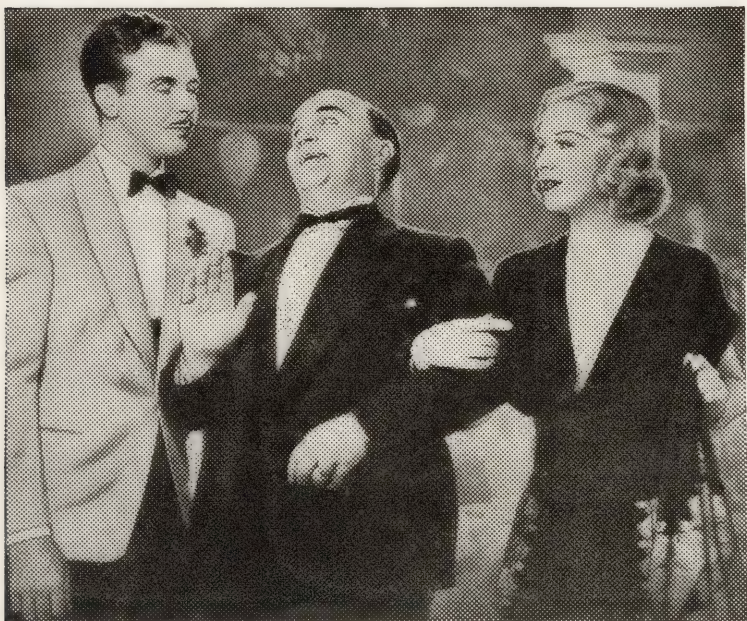
Mat No. 205—20c



"GOLD DIGGERS OF 1937" PUBLICITY



Papa Wants To Play



And how Glenda Farrell takes Victor Moore (centre) on a playride with the assistance of Dick Powell (left) Joan Blondell, Lee Dixon, Osgood Perkins, Rosalind Marquis and a score of other Hollywood favorites, is the cause of great hilarity at the Theatre where "Gold Diggers of 1937" is playing to packed houses.

Mat No. 207—20c

Powell Would Teach If Not Acting For Screen

Dick, Once Master Of Ceremonies, Might Set Up School For Aspirants

"What would I do if I had to earn my living off the screen? Well, I've thought about that in the past few years, and I think it might be a good idea to start a sort of training school for ambitious young men who want to be masters of ceremonies at moving picture theatres."

It was Dick Powell talking. He had been asked a rather bromidic question, and he had an answer on the tip of his tongue!

The talk was between scenes of "Gold Diggers of 1937," First National's new musical, in which Dick plays the leading role opposite his bride, Joan Blondell, and which is now to be seen at the Theatre.

Dick lighted a pipe and gazed at the ceiling. "I'd work their heads off, but when they had finished my course, they would be ready to stand behind the footlights of any cinema palace in the country."

"The young men would have their choice of three courses. Act-announcing, musical-entertaining and specialty work. A particularly ambitious youngster could take all three and end up at the top of the profession."

"The act-announcing course would be purely elemental. After a few weeks spent with these lessons, anyone could jump up on the stage and take care of the routine of a regular picture house presentation unit."

"How does such a routine go?" he was asked.

"It's simply a matter of memorizing a few stock phrases," answered Powell. "They begin with: '—And now we have . . .' and end with 'Let's give him (or her) a big hand!'"

"I'll show you how it goes. The show opens, the curtain goes up and the M.C. runs out onto the stage and takes a bow. Looking at some shorthand on his right cuff, he smiles at the audience and shouts: '—And now we have Glunk's Trained Dogs.' Glunk's trained pooches come on and do their stuff."

"When the act is over, the M.C. rushes out again beating his hands together and shouting: 'Let's give 'em a big hand!' That's all there is to it. It goes right on through the bill until they have finished with the little personality girl from Chicago, the

two aerobats from Minneapolis, a mechanical horse and three sister teams."

"How about the second course — musical entertaining?"

"That's a little different," said Dick. All the M.C. has to know is a little about every instrument in the band. As soon as the overture is over, he runs out on the stage with a saxophone in his hand and goes into a number. Next time he comes out with a violin, and later with an oboe or a cornet. Audiences like versatility in a young man, and everything goes swell until he runs out of instruments. Such an M.C. is good for about six weeks in a musical-minded town."

"The third course — specialty work — would be the hardest. Here the aspiring M.C. would have to learn to tell a few stories, employ a stooge and be a stooge for some other act when necessary, sing a few songs and be able to talk back to the manager when a cut in salary is hinted."

"It sounds like a big undertaking," the caller said as he got ready to leave.

"It would be," answered Dick. I went through all of it a few years ago, I had to teach myself then."

"Gold Diggers of 1937" is the fifth of the famous and delightful "Gold Diggers" series turned out by the Warner Bros. studios. It is the funniest and most elaborately mounted and cast of all of them.

It stars Dick Powell and Joan Blondell, and the other noted players include Victor Moore, Glenda Farrell, Lee Dixon, the famed eccentric dancer; Osgood Perkins, Charles D. Brown, Rosalind Marquis and Irene Ware, plus 200 dancing beauties.

The picture was directed by Lloyd Bacon and Busby Berkeley.

Plays Big Role But Still Says She's Real Fan

Less than a year ago Rosalind Marquis, pert little 20-year-old Chicago brunette, was a more or less unknown torch singer in her native city. Today she's one of the screen's most popular young comedienesses.

She's still wide-eyed over the whole business. From a rather smallish part in "Earthworm Tractors," her very first picture, she was stepped right up to one of the most important parts in the big production that stars Dick Powell and Joan Blondell — "Gold Diggers of 1937," which comes to the Theatre on

She can't understand why. But those who know her vivacity, her impudent-child sort of charm, can easily understand. She's "different."

"I can't imagine myself being any more interested or dazzled by Dick Powell, Joan Blondell, Glenda Farrell and the others in 'Gold Diggers' if I were outside the studio, than I am now, working with them in the picture," says Rosalind.

"Of course, one just has to put on sort of an act of being unimpressed, so as not to appear too gaga! You know — greet them, 'Hi, Dick! Hello, Joan and Glenda!' with a certain swagger."

"All in all, the difference between my being a fan outside the studio and inside, as a player, is just this: I've found more persons and things to regard with admiration — to be fan-ish about — than anyone outside the studio could know. Which makes me just that much more a thorough, dyed-in-the-wool fan."

"Gold Diggers of 1937" is the fifth of the famous and delightful "Gold Diggers" series turned out by the Warner Bros. studio. It is the funniest and most elaborately mounted and cast of all of them. It stars Dick Powell and Joan Blondell, and the other noted players include Victor Moore, Glenda Farrell, Lee Dixon, the famed eccentric dancer; Osgood Perkins, Charles D. Brown, Miss Marquis and Irene Ware, plus 200 dancing beauties.

At The Strand



Glenda Farrell and Osgood Perkins, two of the many featured players appearing with Dick Powell and Joan Blondell in "Gold Diggers of 1937" which is now playing at the Theatre.

Mat No. 105—10c

Screen's No. 1 Gold Digger



Joan Blondell, recognized as the champion gold digger of the screen, is co-starred with Dick Powell in the fifth, biggest and best of the Warner Bros. "Gold Digger" series, the "Gold Diggers of 1937," First National's great musical now playing at the Theatre.

Mat No. 216—20c

Varied Movie Parts Make Joan Jill-Of-All-Trades

Miss Blondell Can Do So Many Things She's Qualified For Lots Of Jobs

Five years in the motion picture business will make a feminine jack-of-all-trades out of any actress. Every picture is an education in itself, and after you have had twenty or thirty pictures to your credit you can hold almost any kind of a job.

So says Joan Blondell, who co-stars with her new bridegroom, Dick Powell, in "Gold Diggers of 1937," Warner Bros.' new musical, which comes to the Theatre on She had to spend a couple of days learning the elemental stages of the insurance business before she could properly understand her role, which calls on her to enact the part of a secretary in a big life-assurance office.

"In those two days," says Joan, "I learned enough about the policy-pushing business to enable me to sell some of it myself if I ever had to. Don't laugh, it might come in handy some day!"

Mentally skimming over some of her past pictures, Joan listed some of the things she has had to learn in order to play her parts to perfection. She defies the average woman in other walks of life to surpass her in this list.

In "Night Nurse," Joan had to take a short course in caring for the ill before she could give a true to life portrayal of her sisters in white. Along came "Miss Pinkerton," and Joan had to learn some fancy wrestling holds.

In "We're in the Money," Miss Blondell had to study the intricate art of process serving.

Other things the actress has had to learn include plain and fancy truck driving, the navigation of a small power yacht, how to mix and spread cement, the elemental rules of flying, the art of high pressure salesmanship, two languages — French and Spanish — and how to take a fall during a flight of stairs without hurting herself.

No, it isn't likely Joan will ever have to worry about obtaining another job if she leaves the

Good Digging



Victor Moore and Glenda Farrell who are featured in "Gold Diggers of 1937," the First National musical coming to the Theatre on, with Dick Powell and Joan Blondell in the stellar roles.

Mat No. 104—10c

movies. They've taught her a lot in five years!

"Gold Diggers of 1937" is the fifth and funniest of the famous and delightful "Gold Diggers" series turned out by the Warner Bros. studios. It stars Powell and Joan, and other noted players.

"GOLD DIGGERS OF 1937" PUBLICITY



Weeks Of Work Necessary For "Gold Diggers" Dance

**Director Busby Berkeley Develops Routines As
He Goes Along With 200 Girls**

By HARRY NIEMEYER, JR.

Two hundred flagstuffs — two hundred white flags — two hundred drums.

Put them all together, hand them to 200 Hollywood chorus girls, and you have the starting of a Busby Berkeley dance routine.

The figuring out of a dance routine for a motion picture of the musical class is no simple assignment even for the most seasoned of dance directors. One can't put a dance ensemble down with pencil and paper. Like Top-sy in "Uncle Tom's Cabin" — it has to grow.

Watching Berkeley begin rehearsals for a finale number in the Warner Bros. musical picture "Gold Diggers of 1937," is a lesson in the art of improvising.

It begins with a song written by one of the studio's song-writing teams. If the lyric concerns the weather, Berkeley begins to vision thunder and lightning, girls caught in the rain — a raindrop dance. If it concerns something of a futuristic nature, Berkeley gets to work on wheels, unusual camera angles, mechanical effects in costumes and background settings.

The particular number which serves as a finale for "Gold Diggers of 1937," which comes to the Theatre on happens to concern war. The title is "All is Fair in Love and War"; and Berkeley was instructed to go ahead with his own ideas on the subject.

The first idea that came to his head was a drill. Certainly the most stirring part of anybody's war.

With this in mind, the dance director next turned his attention to the props. A drill wouldn't look well without flags and drums. The girls were called for first rehearsal the next day. Could he get them?

He did. All night long a crew of property men and carpenters worked on the drums and flagpoles. Members of the wardrobe department worked until after midnight on the flags. Next morning at eight o'clock the 600 separate pieces of property were on the stage and ready for use by 200 girls.

Thus the rehearsal begins. Picking out four girls, Berkeley lines them up and puts them through a short drill. Everyone makes suggestions.

Satisfied with the routine as it is done by the four girls, Berkeley next tries it with eight. Next he takes sixteen. Soon he has the whole 200 going through the drill. If something does not turn out right in the marching, the turning or flag-waving he may have to start all over again. It's just a part of the game.

It takes a couple of weeks to whip 200 girls into shape for one dance routine such as this — a routine which will last approximately three minutes when shown on the screen.

"Gold Diggers of 1937" is the fourth of the famous and delightful "Gold Diggers" series turned out by Warner Bros. studios. It is the funniest and most elaborately mounted and cast of all of them. It stars Dick Powell and Joan Blondell, and the other noted players include Victor Moore, Glenda Farrell, Lee Dixon, the famed eccentric dancer; Osgood Perkins, Charles D. Brown, Rosalind Marquis, and Irene Ware, plus 200 dancing beauties.

The picture was directed by Lloyd Bacon and Busby Berkeley.

**Victor Moore Must
Be A Good Boss**

There's no servant problem in Victor Moore's life. The comedian, who appears in a top role in the Warner Bros. musical, "Gold Diggers of 1937," now playing at the Theatre, has two servants — a valet who has been with him for 30 years, and a cook whose record is a mere 28 years. Each has had at least fifty offers to work elsewhere, but, as their boss says, "it looks like they'll stay with me permanently." The two servants travel with Moore between his Hollywood and New York engagements.

Now They're Gold Diggers



Osgood Perkins (left) Glenda Farrell and Charles D. Brown (right) form a trio of noted stage and screen stars who aid and abet Dick Powell and Joan Blondell in making merriment for "Gold Diggers of 1937," the First National musicocomedy coming to the Theatre on

Mat No. 211—20c

What Do "Gold Diggers" Do When Diggin's Done?

**Real Case Histories Of Girls Who Danced In
Busby Berkeley Musical Comedies**

Where are the "Gold Diggers" of yester-year — 1930 and 1933 and 1935, to be specific?

The answer isn't easy. The 180 girls who worked in the Busby Berkeley numbers in "Gold Diggers of 1933," one of the most famous of all screen beauty ensembles, have scattered far and wide.

These are the girls who danced over the rainbow bridge in the "Shadow Waltz" number, who paraded with Joan Blondell while she sang "My Forgotten Man," and who swam and skated and rolled snowballs to the tune of "Pettin' in the Park."

A checkup made at the Warner Bros. studio shows that sixteen worked with Berkeley in the choruses of the new "Gold Diggers of 1937," which comes to the Theatre on These are mostly the key girls of all Berkeley spectacles, girls who are kept permanently on salary because of their beauty and screen ability.

Thirty-one of the other "Gold Diggers" are married and no longer want to work in pictures. Twelve of these have babies. Three have been divorced.

Twenty-four of the original group of "Gold Diggers of 1933" are working at other Hollywood studios or for other dance directors.

Sixteen have given up the struggle and have gone back to

their homes in various sections of the United States.

Other records show that:

Nine have moved up to the status of contract players, appearing in pictures in bit roles and minor parts.

Four are in New York stage shows.

One is a missionary in Mexico. Two are teaching school.

Three are night club entertainers.

Twenty of the girls have given up chorus work.

Fifty-six of the girls who worked with Berkeley in "Gold Diggers of 1935" are back with him in the present production.

Of the entire group of 104 girls working with Berkeley in the current musical, only one boasts the distinction of having worked in every "Gold Digger" musical since "Gold Diggers of Broadway" which was released late in 1930. She is Dorothy O'Connell — who can truthfully claim the title of "Miss Gold Digger of All Time."

Movie Song Writers Set Tasks For Whole Studio

**Any Word Of Their Lyrics May Call For Work
By Hundreds Of Other Workers**

By HARRY NIEMEYER, JR.

The Hollywood lyric writer, sitting in his studio bungalow and knocking out a few words for a tune to be used in a forthcoming musical picture, is the gentleman who unintentionally and unofficially makes the first budget estimate of what this particular song is going to cost the studio to produce.

Being first a genius—he has to be to get the salary he commands—and secondly an artist, the lyric writer pays little attention to the money that will be involved as a cause of his words.

If Moon rhymes with Spoon he'll put it down; blissfully unaware of the fact that the single word "moon" will probably turn the mechanical department into an uproar for two or three days and cause several property boys to get gray around the temples and mumble a bit at night in their troubled sleep.

Virtually every other word that the song-writing gentleman puts down on his paper represents a piece of property to be obtained and the necessary money involved in getting it or constructing it. Write the word "elephant" (if you can rhyme it with anything) and the property man, looking over the temporary lyric outline, gets ready to hire a couple of dozen assorted pachyderms.

He thinks of the song writer at the same time, but he usually keeps those thoughts to himself.

When Harry Warren and Al Dubin, one of the song writing teams at the Warner Bros. studio, wrote their "All Is Fair In Love and War" number for the musical picture "Gold Diggers of 1937," which opens at the Theatre, on, they exercised the usual song writer's conservative manner in their lyric.

They merely called for a battlefield, several hundred yards of trenches, a huge rocking chair big enough to hold 100 persons on its seat, 50 regulation-sized cannon, 250 flag-staffs, a plaster fort 30 feet high, 200 drums, 200 bugles and 200 Hollywood dancing girls.

They let the property man off easily this time. Neither one of them could think of a word to rhyme with "Battleship."

Every one of the above properties — including girls — was needed because of the fact that the two song writers had indicated just such things in their

Gold Digger



Here's Joan Blondell, once more teaching the world how to aid the fiscal situation by taking money from those who have it for the benefit of poor but beautiful girls who need it. It's all in "Gold Diggers of 1937" now playing at the Theatre.

Mat No. 111—10c

At The Strand



Dick Powell and Joan Blondell head the all star cast of fun makers and dancing girls now making a hit at the Theatre in "Gold Diggers of 1937," the fifth and best edition of the world famous series.

Mat No. 114—10c

song. Approximately 200 technicians in all branches at the studio were put to work immediately on the construction.

Half a hundred spent a full week rigging up the battlefield and the trenches. Twenty more, from the carpenter shop, went to work on the gigantic rocking chair — which had to rock and hold half of the chorus at the same time. The entire force from the tin shop began constructing the cannon, while carpenters and prop men turned out the flagpoles. The 20 girls were picked by Dance Director Busby Berkeley.

In defense of the song writers it must be said that the song has not been written that wouldn't put a studio to considerable outlay and expense. Take, for instance:

"Mary had a little lamb
Its fleece was white as snow"

The "little lamb" — unless it was purchased in a butcher shop at 19 cents a pound — would probably be 25 feet high and adjusted mechanically so that it could stand up on its hind legs and wave an American flag with its paws. And that would be just the beginning!

"Gold Diggers of 1937" is the fourth of the famous and delightful "Gold Diggers" series turned out by the Warner Bros. studios.



"GOLD DIGGERS OF 1937" PUBLICITY



When All Is Not Serene



Thrills and suspense vie with laughter and melody in "Gold Diggers of 1937" fifth of Warner Bros. "Gold Digger" series which is now showing at the Theatre. In the stirring scene above are (left to right) Victor Moore, Osgood Perkins, Charles D. Brown and Dick Powell.

Mat No. 208—20c

Dressing Room Gift For Joan Blondell

After almost six years of continuous work at the Warner Bros. studios, Joan Blondell has been awarded one of those portable dressing rooms on wheels which can be taken around from stage to stage while the actress is working.

The dressing room was given to Joan soon after she began work in her leading role opposite Dick Powell in "Gold Diggers of 1937."

Six years ago, when the actress arrived from New York to play a part in "Sinners' Holiday," she did not rate even a canvas set chair with her name upon the back!

"Gold Diggers of 1937," which includes in the cast Victor Moore, Glenda Farrell, Lee Dixon, Osgood Perkins and 200 lovely girls, comes to the Theatre on It was directed by Lloyd Bacon and Busby Berkeley.

Powell-Ooka Rivals Burns-Bazooka

Not to be outdone by Bob Burns, another native of Arkansas, Dick Powell is busy attempting to invent a freak musical instrument which will rival the well-known "bazooka." Powell, who is currently playing the leading role in "Gold Diggers of 1937," will call his invention the "Powell-ooka!"

With Dick in "Gold Diggers of 1937," is his bride, Joan Blondell, as co-star. The big First National musical comes to the Theatre on It has a score of comedians and 200 dancing beauties. It was directed by Lloyd Bacon and Busby Berkeley.

Dixon Changes Garb Eight Times Daily

Lee Dixon, eccentric dancer formerly with Rudy Vallee's band, who now plays a leading role with Dick Powell and Joan Blondell in "Gold Diggers of 1937," in an ordinary working day at the studio, changed his entire wardrobe seven or eight times.

"Gold Diggers of 1937," newest of the famous series, is now at the Theatre. It has a score of comedians, 200 dancing beauties, and much catchy music. It was directed by Lloyd Bacon and Busby Berkeley.

Powell's Stainless Shirt Called a Boon

Dick Powell, with the aid of his tailor, has designed a new type of garment which he calls the "Makeup Shirt," and which is a grand gadget for actors.

Powell got the idea while sitting around the "Gold Diggers of 1937" set at the Warner studios, and watching the makeup of other male players smear off onto their shirt collars as they worked under the hot set lights.

Dick took several different shades of standard face makeup to his tailor and directed him to find cloth of the identical shades and make it into shirts.

Powell has the leading male part opposite Joan Blondell in "Gold Diggers of 1937," now at the Theatre.

Dancing Star's Ma Cooks His Meals

Because restaurant food didn't agree with his digestion, Lee Dixon, 22-year-old dancing star in "Gold Diggers of 1937," wired his mother in New York to come on out and cook for him.

Dixon, who plays a featured comedy role in support of Dick Powell and Joan Blondell in the Warner Bros. musical, now at the Theatre, sent the rush call to New York after finding out that Hollywood cooking kept him from giving his all at dance rehearsals.

Mrs. Dixon took charge of the small kitchen in the dancer's little apartment, and Lee's first meal included old-fashioned Irish stew, candied sweet potatoes and apple strudel. Lee was then able to dance ten hours a day.

Cry at Weddings? Glenda Does It

If you want to make Glenda Farrell happy, invite her to a wedding. The wisecracking screen comedienne has confessed that the happiest moments in her life are spent at the weddings of her Hollywood friends.

The reason, she says, is because she can cry!

Currently appearing as a wisecracking showgirl in the cast of Warner Bros. "Gold Diggers of 1937," Glenda declares that she is never given a chance to do a dramatic role, and consequently she has to give way to her pent up dramatic feeling by weeping at wedding services.

With Dick Powell and Joan Blondell as stars, "Gold Diggers of 1937" comes to the Theatre next

Glenda is Busiest Girl in Hollywood

Aside from her status as being the screen's fastest talker, Glenda Farrell believes that she now holds another cinematic record.

She has worked in eleven pictures in a row with only a day or two at the most between any one of them for rest, and liked it.

Currently seen in a featured part with Dick Powell and Joan Blondell in "Gold Diggers of 1937," the First National musical, the actress says that if she ever gets her much-deserved vacation she will probably spend it making amateur movies around her North Hollywood home.

"Gold Diggers of 1937" is now showing at the Theatre.

Rosalind Marquis Studies Lights

Among the most ambitious of the younger players around the Warner Bros. studio, Hollywood, is Rosalind Marquis, who has a featured role in support of Dick Powell and Joan Blondell in "Gold Diggers of 1937," the picture now showing at the Theatre.

The ambitious Miss Marquis is spending her evenings studying the art of motion picture lighting.

In Caravan Of Charm



Forming the most beautiful cargo ever to ride the airways, 12 carefully selected members of the Busby Berkeley chorus of "Gold Diggers of 1937," which opens at the Theatre on, and a number of principals, have been making an aeroplane tour of the country's key cities. Above is Director Berkeley weighing the girls as a final test for the flight.

Mat No. 218—20c

All's Well That Ends Well



Dick Powell and Joan Blondell are the stars of "Gold Diggers of 1937," fifth and biggest of the Warner Bros. "Gold Diggers" series. Their's was a hard task, but the day it ended, the two slipped aboard a vessel bound for New York and were married. The picture comes to the Theatre on

Mat No. 213—20c

Silent Tennis Foe A Help to Powell

In order to perfect his tennis shots when no one is around to play him a game, Dick Powell invented a novel way of playing single handed.

On the side wall of the garage of his Toluca Lake home, the singing star of "Gold Diggers of 1937" painted a regulation-sized tennis net. Above the net, in systematic squares, are the words "win" and "lose."

The "win" squares are all down low directly above the net. Thus, when Dick smacks a ball close to the net he registers a win. As he goes higher he loses his point.

"Gold Diggers of 1937" in which Dick's bride, Joan Blondell, is co-star, comes to the Theatre on It has a score of comedians, 200 lovely dancing girls, and was directed by Lloyd Bacon and Busby Berkeley.

Playing at Benefit Brings Actor Luck

Victor Moore, veteran Broadway comedian, strongly advises younger members of the acting profession to play all the benefit performances in which they are requested to appear.

"A benefit for someone else often turns out to be a bigger benefit for yourself," says the comedian. "I was asked to do a little bit at the recent Actors' benefit Fund," says Moore, "and went on as 'Throttlebottom,' which I created in 'Of Thee I Sing,' on the New York stage."

"Lloyd Bacon, director of 'Gold Diggers of 1937' was in the audience. Ten minutes after I had finished he was back stage and signed me to play a somewhat similar part in his musical."

Moore is to be seen in "Gold Diggers of 1937," now at the Theatre.

"Gold Diggers" Charm Young Indian Ruler

"Most fascinating thing I have seen in America," said the Maharajah of Indore, one of India's chief rulers, after he had witnessed the process of movie-making at the Warner studios.

The tall, slender, handsome young potentate—reputedly one of the world's richest men—and his beautiful young dark-eyed wife, the Maharanee, met and were photographed with Dick Powell and Joan Blondell, co-stars of "Gold Diggers of 1937" and Busby Berkeley, dance-director of that production, put his 200 girls through a special fast-stepping rehearsal for the distinguished visitors. The Maharanee said the American girls were "altogether lovely."

"Gold Diggers of 1937" will open at the Theatre on

Hollywood Reunion Surprises Actors

Two New York actors stood at the rail of a Manhattan imbibing emporium and toasted each other with fond farewells. They were Osgood Perkins and Charles D. Brown. Both were starting on vacation trips the following morning, Perkins to Portsmouth, Virginia, and Brown for some hunting in Maryland.

A couple of days later they had a reunion—not in New York but in Hollywood. Unknown to each other, both of the men had accepted long distance offers for featured roles in the cast of the Warner Bros. musical, "Gold Diggers of 1937," the same night they had parted in the East.

"Gold Diggers of 1937," newest of the famed series, is now at the Theatre. It stars Dick Powell and Joan Blondell and has a score of comedians and 200 dancing beauties.



"GOLD DIGGERS OF 1937" PUBLICITY



Screen Comedy Is Hardest To Put Over, Says Moore

Veteran Star of Broadway Stage Misses His Theatre Audiences' Reaction

There's a whale of a difference between pulling comedy gags and situations on the stage and on the screen. In fact they are two entirely different fields, and it is no easy task for a stage comedian to suddenly transplant his talents to the screen or vice versa.

This view comes from Victor Moore, for many years a headlining comedian of the legitimate stage, who has now turned his attention to Hollywood and the movies.

Between scenes of the Warner Bros. musical "Gold Diggers of 1937," now showing at the Theatre, in which he plays a leading comedy role, Moore told some of the things a comedian has to contend with when he suddenly changes his field of action.

"The main difference between stage and screen comedy," says the actor, "is that you know how you're going over on the stage and you don't on the screen."

"By that, I mean that ten minutes after the curtain has gone up on a legitimate stage show you have a pretty good idea of what the audience likes in the way of comedy. Fifteen minutes after this you're sure of it, and by the time the curtain is ready to ring down on the first act you're a pretty poor comic if you're not giving them just what they want and making 'em like it!"

"On the screen it's different. Here you're playing to no one but the property boys, the hairdressers and the electricians. Even if they do think you're funny they can't laugh. It would spoil the scene!"

"The screen was similar to the

radio in this respect until the broadcasting companies got wise and issued invitations for hand-picked audiences."

"I find it quite a strain in not knowing how my comedy is going to be received until the picture is released and shown on a screen. If it falls flat then it's just too bad. A stage production can be changed — and usually is — right after the opening night. Once a picture comedian's tricks are in the film can there's no way of pulling them out and changing them around.

"When I was appearing in vaudeville at one time in a short comedy skit, I had it written in three different ways. The first few gags were always delivered as 'feelers.' As soon as I found out what the audience wanted I gave it to them — in the form of either routine number one, number two or number three!"

"Yes, I guess the stage comic has it all over his brother of the screen when it comes to constructing his comedy as it goes along!"

Moore is playing the role of a New York theatrical producer in "Gold Diggers of 1937."

"Gold Diggers of 1937" is the fourth of the famous series of musicals produced by Warner Bros.

Dick Powell Says Farewell To His Little Mustache

That small mustache which Dick Powell grew recently and which he continued to sport in "Gold Diggers of 1937," the Warner Bros. musical now showing at the Theatre, caused no end of controversy among his fans in the state of Arkansas.

People down in Arkansas take Powell's personality, private life and sartorial habits very much to heart, inasmuch as he is a prized native son of that state. Constructive criticism from Arkansans comes in the mail to Dick at the rate of about four hundred letters a week.

Even the men voiced their opinions pro and con. An Ozark mountaineer wrote Dick that if he (Dick) ever showed up in his neck of the woods with a silly-looking soup strainer like that he'd shoot it off with a double-barreled shotgun.

"—And I ain't missed my mark in forty years," he added.

That threat may have had nothing to do with it — but anyhow, when the picture was completed and Dick married Joan Blondell and started for a New York honeymoon, the mustache was gone!

"Gold Diggers" Confide Secrets Of Pet Thoughts

Do you wonder what the 1937 Gold Digger thinks about?

Two hundred pretty girls were picked at the Warner Bros. studio as chorines for the new version of that famous screen musical, "Gold Diggers of 1937," which is now showing at the Theatre, and a check among the candidates showed that these young women think about a wide variety of subjects.

"Love" leads the list. More than half of the new crop of Gold Diggers (being fundamentally honest and having been promised that their names were not to be used) admitted that "love" occupied their thoughts more than any other single subject.

"Marriage" was listed as the subject the second largest number of the girls in the new musical numbers think about.

"Clothes" came third in the list and "Money" got almost as many votes, showing that the modern Gold Digger is not much different from all her predecessors.

"Career" won more second votes than any other subject. "My looks" was a favorite thinking theme of about half the girls. About ten per cent of them listed "Food" as one of the things they are most interested in.

"Security" worried only a scant dozen of them. "Diets" bothered only six. "Health" seemed to worry no one. They all had it, it seemed.

"Politics" seems to be ignored by all but a very few of the Gold Diggers. "Overtime" interests them all but that should be included under the head "Money" because that is what overtime means to them.

Put it all together, the 1937 Gold Digger is a healthy, happy and hard working girl who spends most of her idle hours thinking of love.

"Gold Diggers of 1937" stars Dick Powell and Joan Blondell, and the other noted players include Victor Moore, Glenda Farrell, Lee Dixon, famed eccentric dancer; Osgood Perkins, Rosalind Marquis and Irene Ware, plus 200 dancing beauties.

They're All At The Strand



Left to right are Rosalind Marquis, Lee Dixon, Glenda Farrell, Dick Powell and Joan Blondell, at the completion of a scene during the filming of "Gold Diggers of 1937" the First National extravaganza now playing at the Theatre.
Mat No. 220—20c

What Do Chorines Read? Glenda Farrell Answers

Comedienne of "Gold Diggers of 1937" Looks Over Shoulders of 200 Dancers

"Most people are judged by the company they keep. But chorus girls can be judged by the literature they read."

This comes from Glenda Farrell, blonde screen comedienne who has made a silent study of moving picture chorines for the past two or three years and says she can usually tell their personalities by a glance at the books, papers and magazines which they bring on the set with them to read between scene calls.

Glenda is currently playing a featured role with Dick Powell and Joan Blondell in the Warner Bros. musical, "Gold Diggers of 1937," which comes to the Theatre, on Two hundred of Hollywood's most beautiful showgirls are in this picture, and the actress had ample time to pursue her curious hobby of studying personalities via the reading habit route.

Here are some of her observations:

Most chorus girls, contrary to the general impression, read good literature. Pulp magazines of the love-angle type give away to library books by well-known authors.

Stars, says Glenda, sometimes carry around a great literary work in their hands just to give the impression that their literary tastes are above the average. Chorines have no affectation in this regard. They read the books they carry around!

Their taste in authors runs from Edna Ferber, Katharine Brush, Hemingway and Sinclair Lewis in the modern field to Poe, Thackeray, Dickens and Oscar Wilde in older works.

Favorite poets, she has noticed, include Edna St. Vincent Millay, Steven Vincent Benet and Ogden Nash. Gertrude Stein doesn't get much of a tumble.

Chorines who read poetry, says Miss Farrell, usually are the best dancers. Those who read modern authors are the cutest and those who read the more ancient literary gems are the most beautiful. Those who read humorous books lack a little on the dancing but make it up in general ability to speak small parts when called upon to do so. Girls who read mystery stories have fine powers of concentration.

Glenda says she doesn't read much herself. Gets too much of a kick peeking over the shoulders of those who do and seeing how her deductions come out!

Wheelchair Carries Actor To His Lunch

Practical jokes among the cast during the filming of the new First National musical, "Gold Diggers of 1937," which comes to the Theatre, on reached their peak when Victor Moore was strapped into a wheel chair, and wheeled down Hollywood Boulevard to lunch. Moore, who plays the part of a

Osgood
Perkins
in
"Gold
Diggers
of 1937"
at the
Strand
Mat No. 103
10c



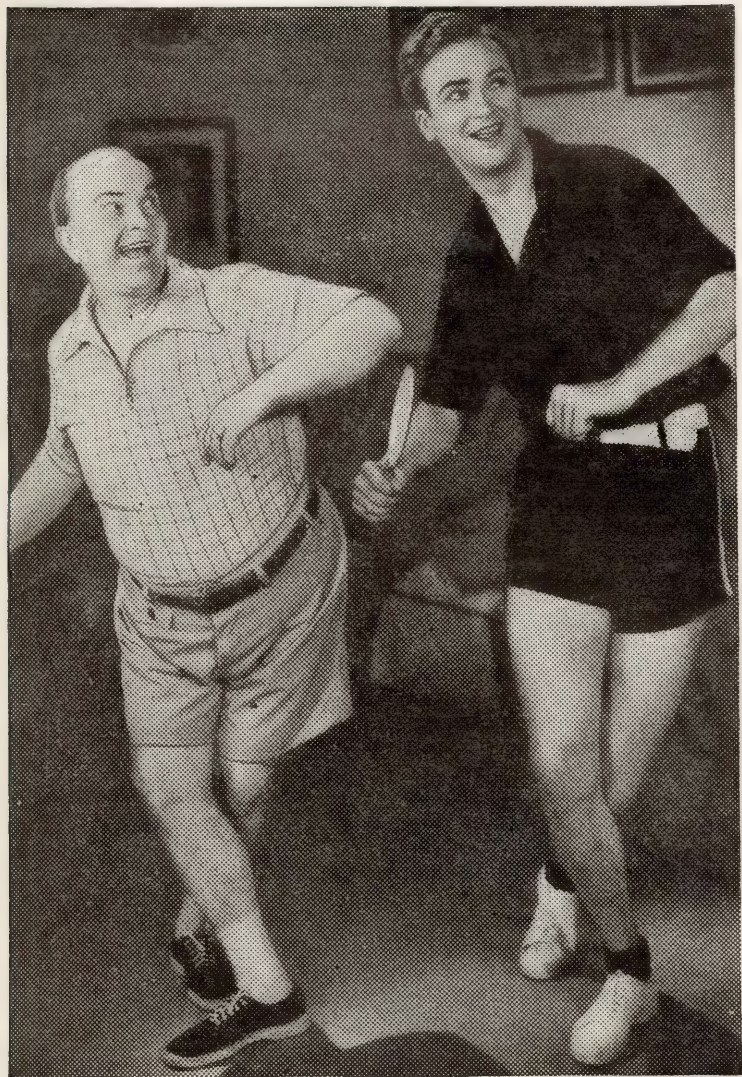
New York theatrical producer in ill health, had been working all morning propped up in the wheel chair. Osgood Perkins and Charles D. Brown, two New York cronies of Moore's, thought the opportunity was too good to miss, so they strapped him into the chair as soon as lunch was called.

Blonde Vogue Over? Looks That Way!

Time was when the blondes outnumbered the brunettes two to one. Now the brunettes seem to have come into their own. A check-up on the 200 girls in the dancing sequences of the Warner Bros. musical picture "Gold Diggers of 1937," now playing at the Theatre, proved it.

Out of the 200, eighty-six are brunettes, and eighty-five are blondes — the remaining 29 are several different shades of auburn. Looks like a draw — with the brunettes forging ahead!

It's All In The Routine



Victor Moore (left) takes a dancing lesson from Lee Dixon, dancing star of "Gold Diggers of 1937," the First National picture coming to the Theatre on Dick Powell and Joan Blondell are starred in the 5th and best of Warner Bros. "Gold Digger" series.
Mat No. 201—20c



"GOLD DIGGERS OF 1937" PUBLICITY



Biographies

Dick Powell

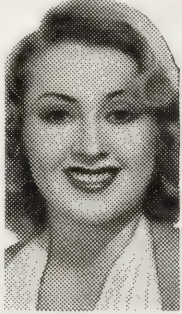
For years regarded as "Hollywood's most eligible bachelor" — Handsome, rich from movie salary and radio work — possessed of much personal charm and splendid voice — now out of the eligible bachelor classification — Fell in love with Joan Blondell, during the making of "Gold Diggers of 1937" — Married her the day production ended. Born in Mountain View, Arkansas — Loves native State and has its automobile license No. 1 each year from Governor — Sang in church choir and played in local band in home town — Drafted for pictures when a Warner Bros. scout saw him as master of ceremonies in Pittsburgh — Was already established radio favorite — Keeps up that work now on national hookup — Generally has singing parts in pictures, but occasionally does dramatics — As in "Hearts Divided" with Marion Davies, and "Shipmates Forever" with Ruby Keeler — Is constantly training his excellent voice — Would like to sing grand opera — Last seen, before marriage, in "Stage Struck" — Now appearing, with Joan, in "Gold Diggers of 1937," which will come to the Theatre on



Mat No. 101—10c

Joan Blondell

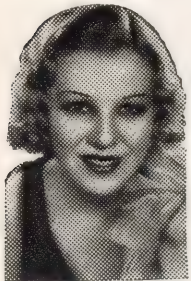
Just recently became Mrs. Dick Powell — Romance developed during making of "Gold Diggers of 1937," in which pair co-star — One of the best-loved girls in Hollywood — Was previously married to George Barnes, star cameraman — Has 2-year old son, Norman, by that marriage, now becoming Norman Powell — Daughter of troupers Ed Blondell and wife, Joan spent all her life on stage before 1930 — Crossed country 56 times on vaudeville tours with parents — Birthplace New York, which she still likes to visit — Has been waitress, department store salesgirl, circus ticket seller — First Hollywood picture was "Sinners' Holiday" — Has chiefly done comedy roles, many of them with Glenda Farrell as pal — Girls great friends off screen — Last seen, before marriage, with Powell in "Stage Struck" — With Glenda Farrell, has been teamed in so many pictures with a "gimme" motif that she has become known as Hollywood's "Gold Digger No. 1" — In real life the friend and confidante of every chorus girl and stage hand down on their luck — Now appearing with her bridegroom in "Gold Diggers of 1937," which opens at the Theatre.



Mat No. 102—10c

Glenda Farrell

Gay, rollicking, wisecracking Glenda Farrell is product of Enid, Oklahoma — Became actress at 7, playing Little Eva in "Uncle Tom's Cabin" — Had long and widely varied experiences in stock companies — Among them, Brissac at San Diego, Morosco at Los Angeles, Alcazar at San Francisco — Entered pictures from stage play "Life Begins," drafted by Warners to re-enact same role on screen — Last seen in "Here Comes Carter," with Ross Alexander — Currently has a leading part in "Gold Diggers of 1937," which will have its first local showing at the Theatre on



Mat No. 116—10c

Victor Moore

Victor Moore, well-known comedian of stage, now comes to screen, — Born in Hamonton, New Jersey, February 24, 1876 — in 1891 family moved to Boston and Victor placed in Boston public school — When 8 received first semiprofessional stage training — Appearing in important role in "Babes in Toyland" — During next few years played small bits in amateur stage productions in Boston — Then engaged by John Drew for juvenile lead in "Rosemary" — In 1894 went on road with the Ideal Repertory Company — Got \$10 a week and meals — Company left him stranded on West Coast and he worked his way back to New York — In 1903 married Emma Littlefield. She died in 1933 while he was at the height of his career as top-notch comedian in Broadway musical shows — These include "Of Thee I Sing," "Let 'Em Eat Cake" and "Everything Goes." — Warner Bros. imported him to Hollywood for present important part in "Gold Diggers of 1937," which opens at the Theatre.



Mat No. 113—10c

Lee Dixon

Brooklyn-born, the twenty-two year old dancer has had a somewhat checkered career — Graduated from Alexander Hamilton High School, and attended St. John's College — Supported himself all the way through with such odd jobs as driving a truck, playing professional basketball, and fighting in the ring — Is six feet three inches tall, weighs 185 pounds —



Mat No. 112—10c

Dixon Dances Nude In "Gold Diggers"

While "Gold Diggers of 1937" was being made at the Warner Bros. studios, there was a "one-man nudist colony" on the lot. Lee Dixon, young eccentric dancer, was the sole member. He insisted upon rehearsing his whirlwind dances clad only in a pair of slippers. Said he'd been rehearsing that way for the stage all his life. So he was given a closed room, with only a pianist and Dance Director Busby Berkeley present. He worked so hard that sometimes he lost three pounds in two hours. "Gold Diggers of 1937," in which Dixon makes his film debut is now at the Theatre.

That Knock-Knock Business Again!

They were making an important scene for the Warner Bros. musical, "Gold Diggers of 1937." The setting was a huge convention hall, and 300 extra men were milling around, smoking cigars and slapping each other on the back.

Director Lloyd Bacon jumped up onto the speaker's platform and gave his orders: "When Dick Powell walks up to the desk here and pounds his gavel, I want you to stop your talking and give him all your attention. Understand?"

Dick walked up to the desk and picked up the gavel. He knocked it twice on the desk top. To a man, the 300 extras rose from their seats and shouted: "Who's there?"

"Gold Diggers of 1937" (minus this particular episode) is now showing at the Theatre. It stars Powell and Joan Blondell, features a score of comedians, and has a chorus of 200 dancing beauties. Lloyd Bacon and Busby Berkeley directed the picture.

Dancer Dixon Loses 17 Lbs. in 3 Weeks

Lee Dixon, Warner Bros. dancing star has found a novel method of reducing. He lost fourteen pounds in twenty-three days.

It was a diet of dance step rehearsals under a battery of lights from the ramps above the set. Dixon was training for his initial screen appearance, in "Gold Diggers of 1937," in which he plays a featured dancing role in support of Dick Powell and Joan Blondell.

The dancer was an entertainer with Rudy Vallee's band before he was caught by talent scouts and signed for a role in the "Gold Diggers" musical comedy, which comes to the Theatre on

"Don't Imitate Joan" Extras Are Told

As flattering as it was to Joan Blondell, several extra girls in "Gold Diggers of 1937," Warner Bros. musical, were asked during the making of that picture to refrain from making up to look like the star.

During the filming of a night club scene in the musical, three girls turned up on the set who were of the "Blondell type" and who made up accordingly. Because of the confusion that would have been caused if they were seen close to the camera, they were requested to return to the makeup tables and change their facial personalities.

Dick Powell co-stars with Joan Blondell in "Gold Diggers of 1937," now showing at the Theatre. It has a score of comedians, 200 dancing beauties, and was directed by Lloyd Bacon and Busby Berkeley.

DID YOU KNOW THAT ?

IN 1919 AVERY HOPWOOD WROTE THE ORIGINAL "THE GOLD DIGGERS" FOR

INA CLAIRE. THE PLAY WAS A TREMENDOUS HIT AND RAN ON BROADWAY FOR 2 YEARS...



DAVID BELASCO WHO WAS LOOKING FOR A PLAY TO STAR

IT HAS BECOME A BROADWAY TRADITION THAT GOOD LUCK INVARIABLY FOLLOWS PRINCIPALS IN THE "GOLD DIGGER" SERIES. AMONGST THOSE WHO WILL VERIFY THIS STATEMENT ARE ---



IN "THE GOLD DIGGERS OF 1937" JOAN BLONDELL WAS THE STAR. HER LEADING MAN WAS A PRACTICALLY UNKNOWN SINGER NAMED DICK POWELL.



TODAY AS MR. AND MRS. AND TWO OF THE MOST POPULAR SCREEN IDOLS, THEY ARE CO-STARRED IN JOAN BLONDELL POWELL 'GOLD DIGGERS of 1937' LARRY SOBEL SC.

Mat No. 222—20c

The Story

The lighter side of the insurance business furnishes the main theme for "Gold Diggers of 1937." The story opens in Atlantic City at a convention.

Among the companies represented is the "Good Life," New York City. Prominent among the salesmen are Rosmer Peek (Dick Powell) and "Boop" Oglethorpe (Lee Dixon). As the convention closes they are called down by Andy Callahan, (William Davidson), owner of the agency, for their lack of interest in selling policies.

The entire convention entrains for New York. The insurance boys meet a troupe of showgirls going home after an unsuccessful season. Rosmer meets Norma Perry (Joan Blondell) and promises her a job with his firm. Norma's girl friend, Genevieve, (Glenda Farrell), declines one.

Soon after Norma obtains a job as secretary in the insurance firm, Genevieve and Sally (Rosalind Marquis), another showgirl, try to get her to return to the stage. Their boy friends, Wethered and Hugo (Osgood Perkins and Charles Brown), are partners with J. J. Hobart (Victor Moore), a well-known theatrical producer. Norma refuses.

Unknown to Hobart, his two partners have invested the money he intended using for his new show, in a poor deal. They lose it all. Thinking that he is in ill health and may drop out of the picture any minute, they persuade Hobart to insure his life for one million dollars.

Rosmer Peek, who never sold a policy in his life, is selected to sign up Hobart. As soon as the papers are signed, Wethered and Hugo begin a campaign to get Hobart out of the way. Rosmer, on the other hand, stays with him constantly to keep him well.

Hobart grows to like Rosmer so well that he makes him general manager of his theatrical interests over his two partners. Taking a final desperate fling, Wethered and

Hugo hire Genevieve to make love to him — hoping that the rise in blood pressure may be fatal.

Genevieve, though, really falls in love with the producer and gives away their schemes.

Hobart decides to put on the show with Rosmer, Boop, Norma, Genevieve and Sally in the leading roles. The first night is a great success and the show is set for a long run. It looks like an early marriage for Rosmer and Norma and Hobart and Genevieve.

Leading Again



Joan Blondell, again in the leading feminine role of a First National "Gold Digger" production, shares stellar honors with Dick Powell in "Gold Diggers of 1937," which comes to the Theatre on

Mat No. 117—10c

★ ACCESSORIES ★





"GOLD DIGGERS OF 1937" ACCESSORIES

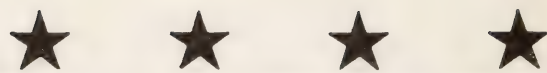


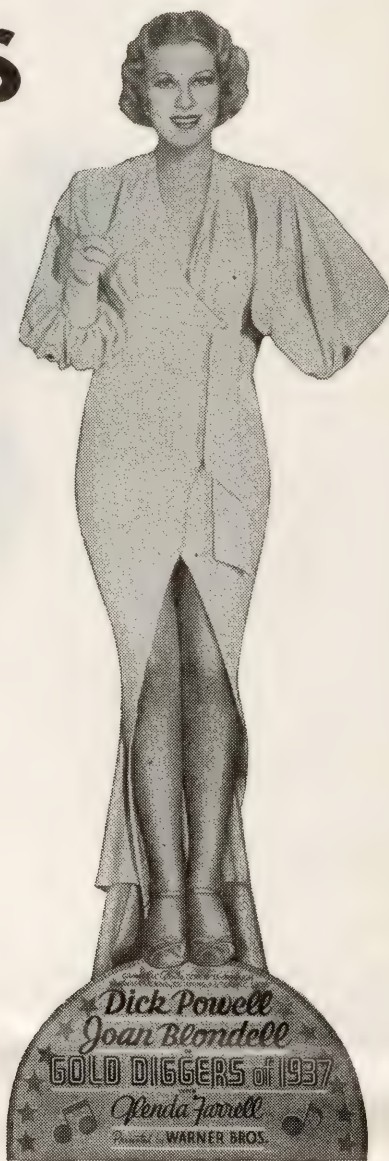
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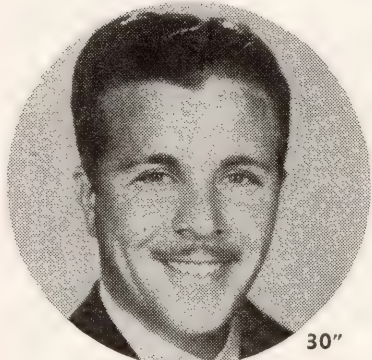
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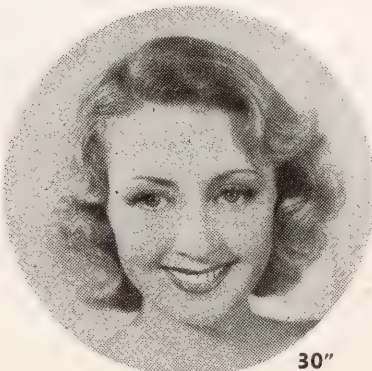
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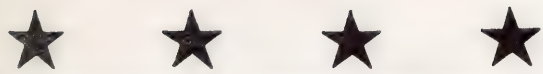


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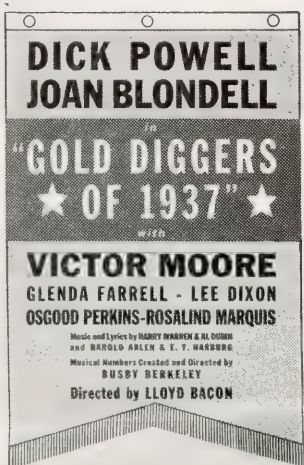
"GOLD DIGGERS OF 1937" ACCESSORIES



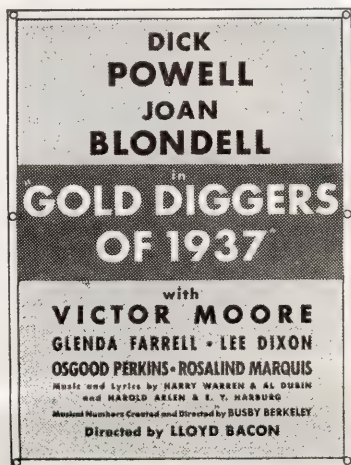
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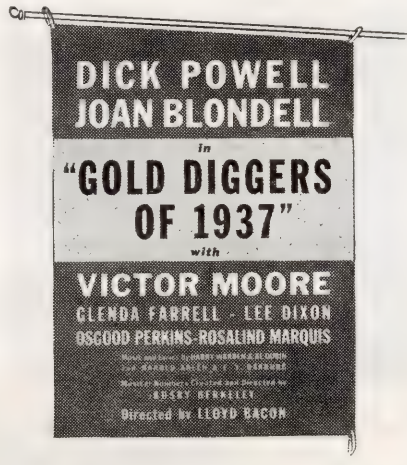
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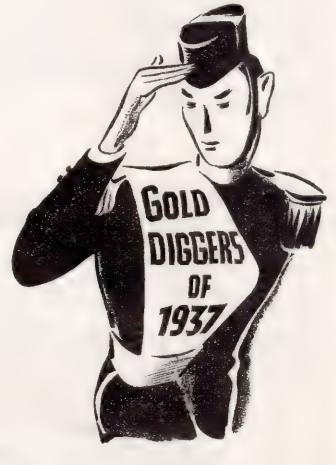
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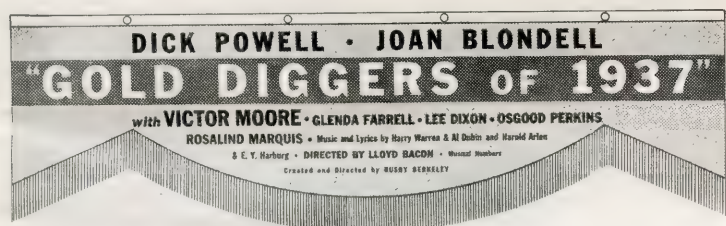
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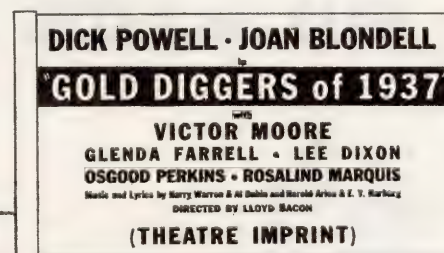
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EASILY ATTACHED
WEATHERPROOF

Tie-up with local companies whose cars are on the street — American Railway Express, laundries, bakeries, ice companies, and taxi cabs. Be sure and see them at your Exchange.

PRICES

Quantity	Price
10 — 24	25c each
25 — 49	22c "
50 — 99	20c "
100 — 249	18c "
250 — 499	16c "
500 — 1000	15c "

AUTOMOTIVE HOODSYNE CO.

5325 TIREMAN AVE.

DETROIT, MICHIGAN



GOLD DIGGERS OF 1937" ACCESSORIES



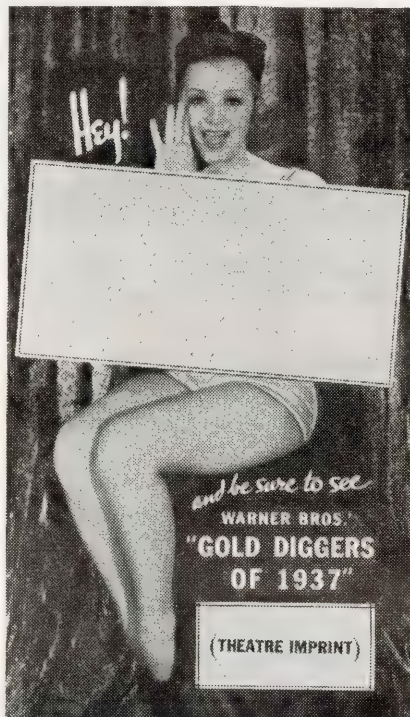
A HOST OF INEXPENSIVE N

WINDOW POSTER

that merchants can use to advertise their own goods!

Here's a new kind of window poster. It sells "Gold Diggers" and at the same time sells potatoes, or jewelry or breakfast food or anything else a merchant wants to advertise. Take them around to leading stores and tell the merchant to insert HIS OWN COPY in the BLANK CARD held by the Beautiful "Gold Digger." Size of poster is 10" x 19". With each order gummed stickers will be sent.

Prices: 1000 — \$15.00; 500 — \$8.50; 250 — \$5.00; 100 — \$2.50; 50 — \$1.50; 25 — \$1.00. Theatre imprint and play dates \$1.00 extra.



DIGGER TURNS TO GOLD

If the Golddigger turns to GOLD
you will receive a complimentary ticket to see

DIRECTIONS:
Wet the tip of
your finger and
rub over the
golddigger!



DICK
POWELL
JOAN
BLONDELL
in
"GOLD
DIGGERS
OF
1937"
with
VICTOR MOORE
GLENNA FARRELL • LEE DIXON
OSGOOD PERKINS • ROSALIND MARQUIS
Music and Lyrics by Harry Warren & Al Dubin and Harold Arlen & E.Y. Harburg
Directed by
LLOYD BACON

Musical Numbers Created and
Directed by BUSBY BERKELEY

THEATRE IMPRINT

The Gold Digger is printed in black ink and when moistened will change to gold. 20 out of every 1000 of these novelties will turn color. Balance will remain black. This means a maximum of 20 free tickets per 1000. If you do not desire to distribute the entire 20, discard those not wanted. On the other hand, if you desire more than 20 per 1000 — specify the desired number when you order.

Prices: Include theatre name and playdates. 1000 — \$5.00; 5000 — \$4.50 per M; 10,000 — \$4.00 per M; 500 — \$4.00.

NOVELTY PICK-AXE



This small pick-axe is made of metal and is removable. Each axe has a small hole on the handle, making it possible to attach to chain or bracelet.

Prices: Including theatre name and playdates: 1000 — \$8.00; 5000 — \$7.50 per M; 500 — \$5.

CHOCOLATE GOLD COINS



(Front)



(Back)

Give these eye-catching chocolate coins out at your box office, pass them out on the street, leave them in restaurants. Embossed on both sides as illustrated, they tell the story!

Prices: 1000—\$7.50; 5000—\$7.00 per M; 10,000—\$6.75 per M.

GOLD DIGGER BILLS

You may be sure that these imitation bills will be flashed! It not only looks like money, but its pretty girls will gather interest.

Prices: Including theatre name and playdates: 1000 — \$4.00; 5000 — \$3.50 per M; 10,000 — \$2.50 per M.



ECONOMY NOVELTY CO.,

225 West 39th Street, New York City

NAPKINS

Advertise to people who have leisure to read your message.

Prices: 1000 — \$3.50; 5000 — \$3.00 per M; 10,000 — \$2.75 per M.

ECONOMY NOVELTY CO.

225 West 39th Street
New York City

THE MAGIC SLATE — IT'S NEW



MAGIC is alluring to old and young alike. These little Magic Slates have great appeal and insure wide circulation and advertising value. Catchy and useful — they'll do the trick! They'll be saved and shown to others!

A LITTLE
REMINDER
to see Warner Bros.
"GOLD DIGGERS
OF 1937"

PRICES:

1 to 4M \$7.00
5 to 10M \$6.75
10M & Over \$6.50

STRATHMORE CO.

Order directly from:

Aurora, Illinois

BALLOONS

Excellent as giveaways, to hang on marquee. Imprint on each.

Prices: 1000 — \$11.00; 5000 — \$10.50 per M; 500 — \$6.75.

ECONOMY NOVELTY CO.

225 West 39th Street
New York City

"GOLD DIGGERS OF 1937"

ACCESSORIES



NOVELTIES AND DISPLAYS

MINIATURE STILLS



Twelve selected stills that will high-light the picture have been made available, following their recent high success. Printed on tinted stock and included in a glassine envelope. Catchlines and Picture Credits are printed on the back.

Prices: 100 — \$2.25; 200 — \$4.25; — 300 — \$6.00; 500 — \$8.75; 1M — \$15.00. Add \$1.00 for imprinting any amount.

THROWAWAY TEASER

This novelty will not be passed up without a good look! The "money" is a separate flap that lifts — revealing the title of the picture in bold letters. Credits are given on the flap. Printed in three colors, die-cut, and scored. Size 7" x 5".

Prices: 500 — \$3.50; 1M — \$6.50; 3M — \$6.25 per M; 5M & Over — \$6.00 per M. Add \$1 for Theatre Imprint and Playdate.



MEMO BOOKLET



A practical hand-out that will be kept. In addition to selling copy with a novel slant, there are special pages for notations. 12 Pages, wire stitched, full back page for Imprint. Size 2 5/8" x 3 7/8".

Prices: 500 — \$4.00; 1M — \$6.50; 3M — \$6.25; 5M & Over — \$6.00. Add \$1.00 per M for Theatre Imprint and Playdate.

THE FORTUNE TELLER



They'll all grab for this novelty and show it around. The doll coils up in your hand and thereby tells fortunes. Complete with envelope that tells your story. At special low price.

Prices: 500 — \$4.50; 1M — \$7.00 per M; 3M — \$6.50 per M; 5M & Over — \$6 per M.

Order directly from:

CALENDAR BLOTTER



A useful and practical novelty that will not be thrown away. This attractive blotter is super-coated on one side and imprinted with 1937 Calendar and selling copy. (Size — 6" x 3 1/4").

Prices: Including Theatre Imprint and Playdate: 500 — \$3.25; 1M — \$4.25; 3M — \$4.00 per M; 5M & Over — \$3.75 per M.

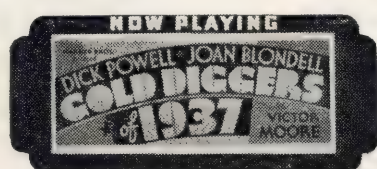
ADVERTISING NOVELTY SERVICE 102 Greenwich Street, New York City

RENT YOUR DISPLAYS



These attractive displays, produced in brilliant colors are available on a rental basis. Frames are included with this service.

Illustrated on left is deluxe size 40" x 60" art display which is also made in the 30" x 40" size. Shown below is a 24" x 60" banner display. Also comes in 24" x 82" deluxe size.



Write for particulars:

AMERICAN DISPLAY COMPANY, Inc.
525 WEST 43rd STREET NEW YORK CITY

CUT-OUT LETTERS



These attractive gold-tinted letters, individually cut from heavy board, are one foot high. Not mounted on a background, they are suitable for mounting or hanging as you desire. Price: Complete Set \$5.

Order directly from:

REGAL DISPLAY CO.
442 W. 42nd STREET NEW YORK CITY

LUMILINE ELECTRIC DISPLAY TUBE

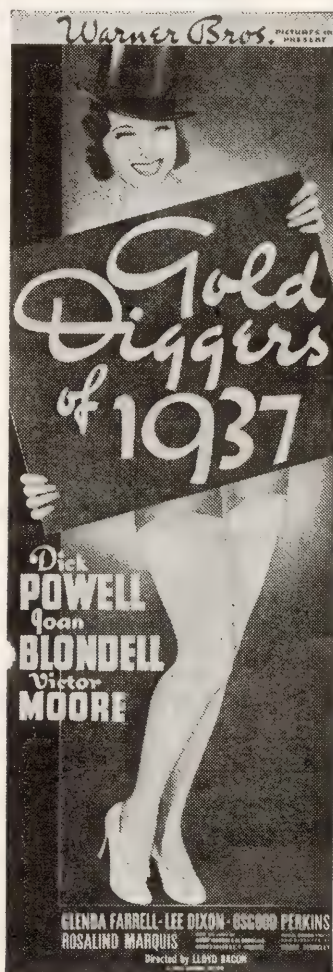
Warner Bros. first introduced on THREE MEN ON A HORSE a new type of electric tube display. This consists of an 18-inch bulb which displays the title of the picture. The bulb or tube can be used again by inserting new title "jackets" outside the bulb. These jackets are delivered to you for 10c and are easily slipped over the tube. If you have already purchased any of these displays on THREE MEN ON A HORSE, all you need is new title jackets and a base. If you are not familiar with this display, see an actual sample at the Vitagraph Exchange. The THREE MEN ON A HORSE Lumiline lamp was sold in connection with a special cardboard cut-out which fitted over the lamp. For "GOLD DIGGERS OF 1937" no such cut-out is available. Lumiline lamps are the modern way to sell your title in store windows and lobbies. The entire lamp, mounted on a base, sells for \$2.10. For further information write directly to the **BURDICK-BARON CO., 11 West 42nd St., New York City.**



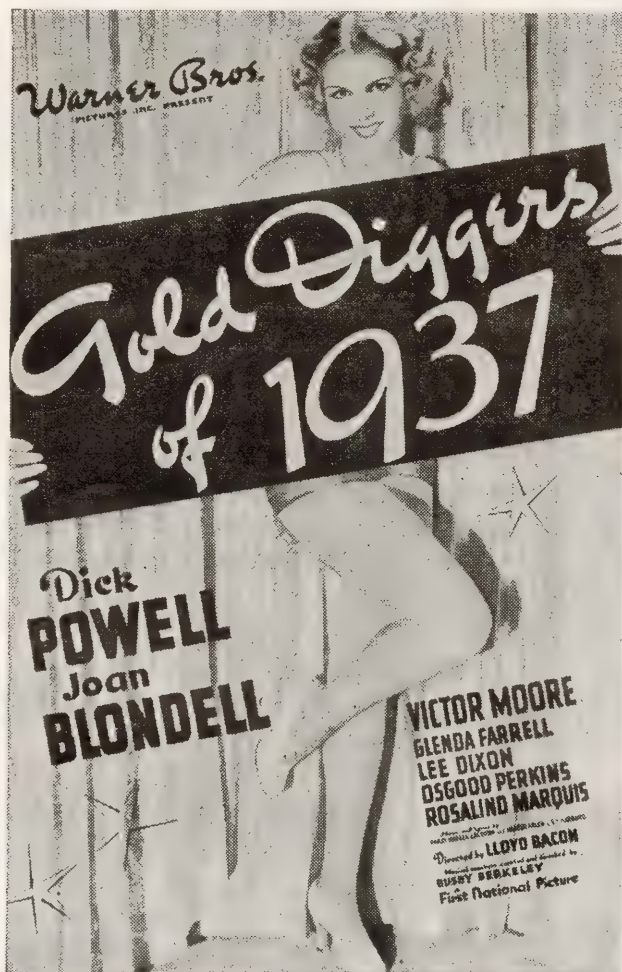
"GOLD DIGGERS OF 1937" ACCESSORIES



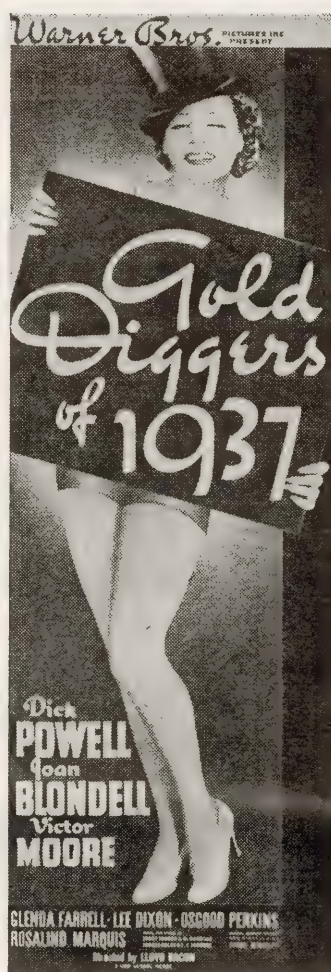
40x60-20x60's-FOTO GELATIN



20 x 60—Style A



40 x 60



20 x 60—Style B

Here are 3 photo-gelatin displays reproduced in 4 colors. This process gives you figures that are life-like . . . that have depth!

Reproduced on good quality stock and ready to place in frames. Or you can mount them for cut-outs and have a perfect lobby flash! The 20 x 60's are especially good for door panels. A good tip is to have your sign shop put gold glitter over the title, and for a night effect train an amber baby-spot on it.

Available at your exchange at these exceptionally low prices:

20 x 60's	75c ea.
40 x 60	\$1.50

If ordered individually be sure to specify desired style

22 x 28 STAR HEADS



Two 22 x 28 (upright) portraits of Dick Powell and Joan Blondell, lithographed in full natural color. After you're thru using them on "GOLD DIGGERS," use them again on other pictures. Price: 40c ea.

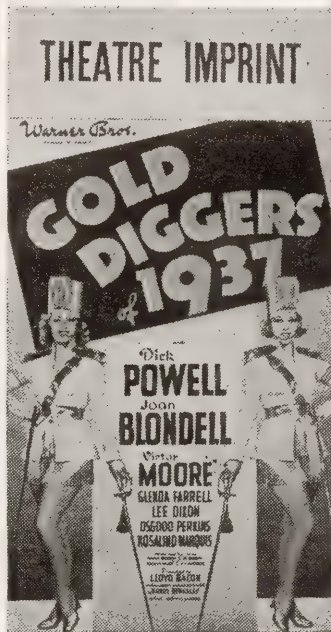
INSERT CARD



PRICES:

1 to 24	25c ea.
25 to 49	22c ea.
50 to 99	20c ea.
100 & Over	18c ea.

3 WINDOW CARDS



MIGDET WINDOW CARD

Price.....4c ea.

SLIDE



Price.....15c ea.



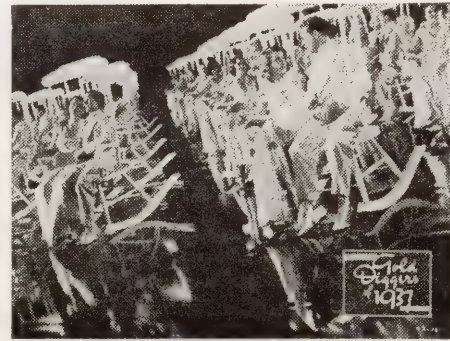
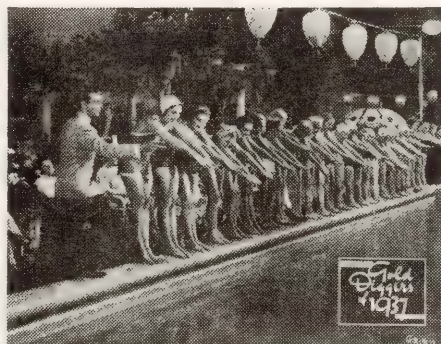
REGULAR WINDOW CARD

PRICES: 1 to 49	7c ea.
50 to 99	6c ea.
100 & Over	5½c ea.

JUMBO WINDOW CARD

PRICES: 1 to 99	10c ea.
100 & Over	8c ea.

"GOLD DIGGERS OF 1937" ACCESSORIES



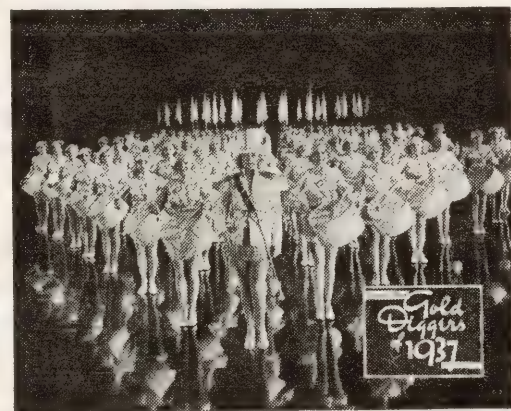
11" x 14" PHOTOS are in full color, varnished and pebbled to give you a beautiful effect in your lobby displays. Price: Only 75c for set of 8.



22" x 28"
Lobby
Display
Photos
Set of 2 - 80c

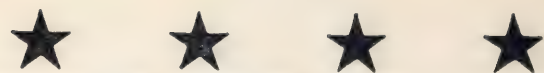


14" x 17" PHOTOS are taken from actual scenes of the film. They're brilliantly colored, varnished and pebbled - just the thing for lobby, front, or window displays. Price: Set of 8, only \$1.50





"GOLD DIGGERS OF 1937" ACCESSORIES



WARNER BROS. OFFER
A NEW TYPE OF

CARD HERALD



\$3⁷⁵
1 to 4M

\$3⁵⁰
5M and OVER

First used in "Footlight Parade," we sold over 5,000,000. We're repeating it on "Gold Diggers of 1937" because of its tremendous success — this time at a reduction in price. There will be no other Herald.

Lithographed in four brilliant colors on heavy postcard stock. Size — 3 1/8 x 9 1/4. Entire reverse side blank for your imprint and program. Each 1,000 comes in the five assorted styles.

Combination of heavy stock, odd size, brilliant colors makes tremendous flash. They'll be taken home, not thrown away!

Give them away in your theatre, insert them in packages, enclose them in messages, slip them in magazines. FOOTLIGHT PARADE exhibitors had them handed out by pretty girls on main streets who gave them to men only. It caused no end of comment. SEE ACTUAL SAMPLE IN PRESS BOOK.

A SPECIAL MAIL CAMPAIGN THAT MAKES IT POSSIBLE FOR YOUR PATRONS TO GET A PERSONAL MESSAGE FROM GOLD DIGGER GIRLS IN HOLLYWOOD.

Write a message on the card and address it to your patrons. You can write your own message and have a cut made, or, if the printer sets it up, he can use script type. If you wish, you can save expense by using a mat of the message shown on the illustration.

Put a 1 1/2c stamp on each card (third class). Wrap all the cards up in a bundle. Mail them to:

VITAGRAPH INC., 1918 So. Vermont Ave., Los Angeles, Calif. Attention W. R. Walsh.

Not necessary to write a letter to Mr. Walsh. Just see that the cards are properly addressed and stamped. They'll be mailed from Los Angeles. EACH OF YOUR PATRONS GETS A "PERSONAL CARD" FROM ONE OF THE "GOLD DIGGERS."

Dear Friend: The studio's just finished the greatest musical Warner Bros. ever made... "Gold Diggers of 1937." I'm taking this opportunity to advise you directly from California about this picture As a good movie fan, take this tip straight from Hollywood and be sure to see "Gold Diggers of 1937." Best regards from Dick Powell, Joan Blondell, and the girls - Norma Perry		POST CARD 1 1/2c stamp
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This message available in Mat form, in larger size to fit card. Order Mat No. 303—30c.

POST OFFICE REQUIREMENTS: Allow 3 1/2" for address space on card. Use 1 1/2c stamp. Be sure message is printed. If you write an individual message in longhand or typewriter on each card it must bear 3c stamp.

★ ★ ★ ★

**"GOLD
DIGGERS
OF 1937"
ACCESSORIES**



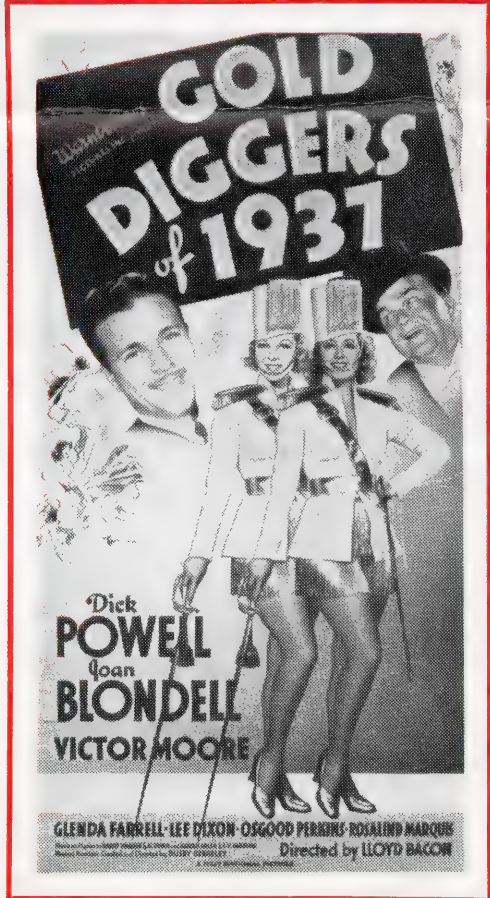
COMPLETE POSTER SET-UP



24-SHEET DESCRIPTION: Title is in white on a blue background. Illustrations and star names are in a dark cerise on a white and light cerise background. **PRICES:** 1 to 4.....\$2.00
5 to 14.....\$1.75
15 & over.....\$1.50



6-SHEET
PRICES:
1 to 4.....75c
5 to 9.....70c
10 to 19.....65c
20 to 49.....55c
50 & over.....50c

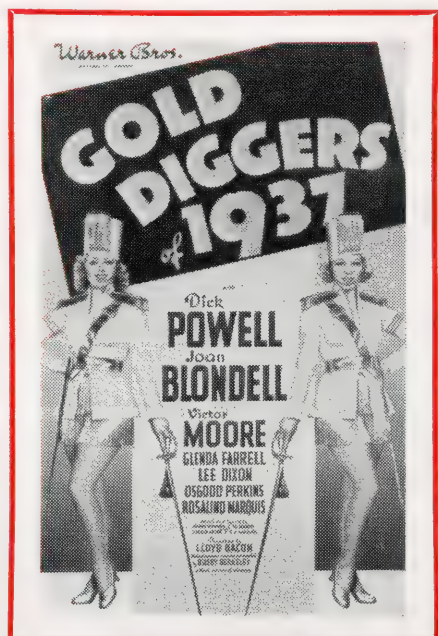


3-SHEET
PRICES:
1 to 9.....40c
10 to 24.....36c
25 to 49.....32c
50 & over.....28c

USE SPECIAL ORDER BLANK

For your convenience a special "Gold Diggers of 1937" order blank is inserted in this press book. It has been designed not only for an order blank but as a check list for your accessory campaign. "Gold Diggers of 1937" is a picture that deserves the best you can give it — that's why we suggest that you fill out the SPECIAL ORDER BLANK now and send it immediately to your local exchange. Thus you may be assured of prompt delivery.

1-SHEET
PRICES:
1 to 9.....15c
10 to 24.....13c
25 to 49.....11c
50 & over.....9c



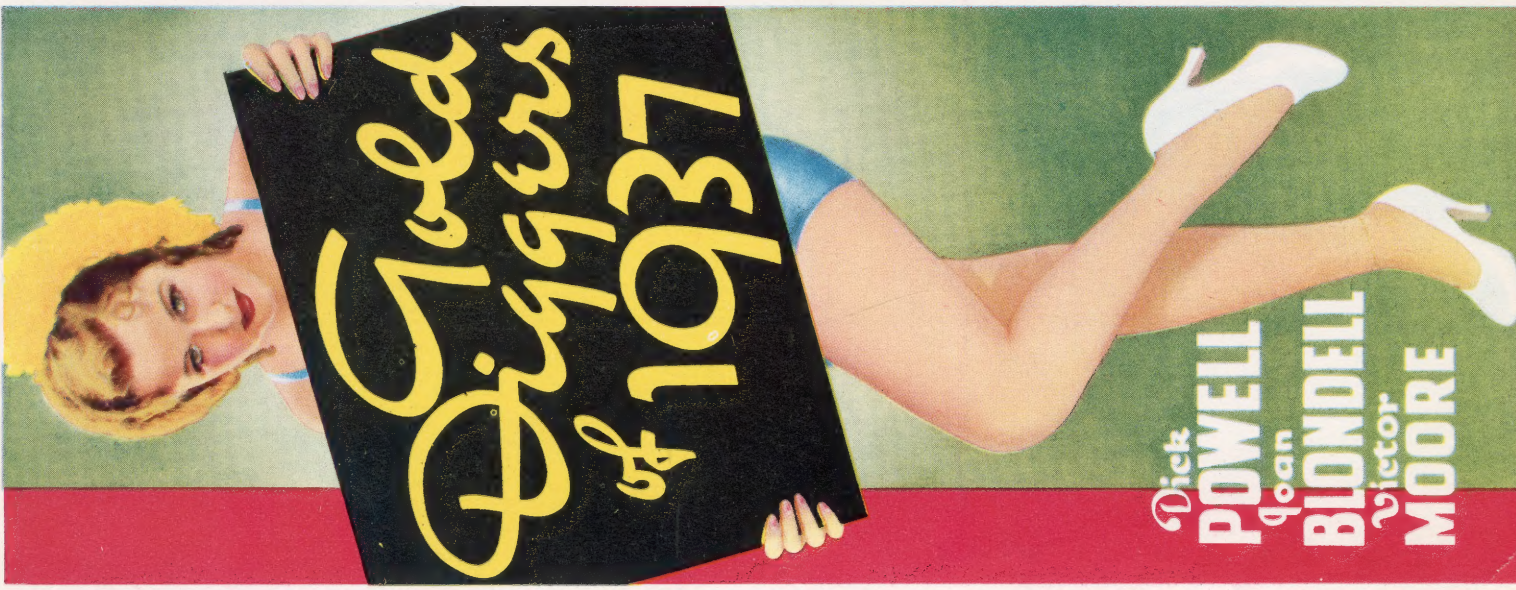


GOLD

DIGGER

OF 1931

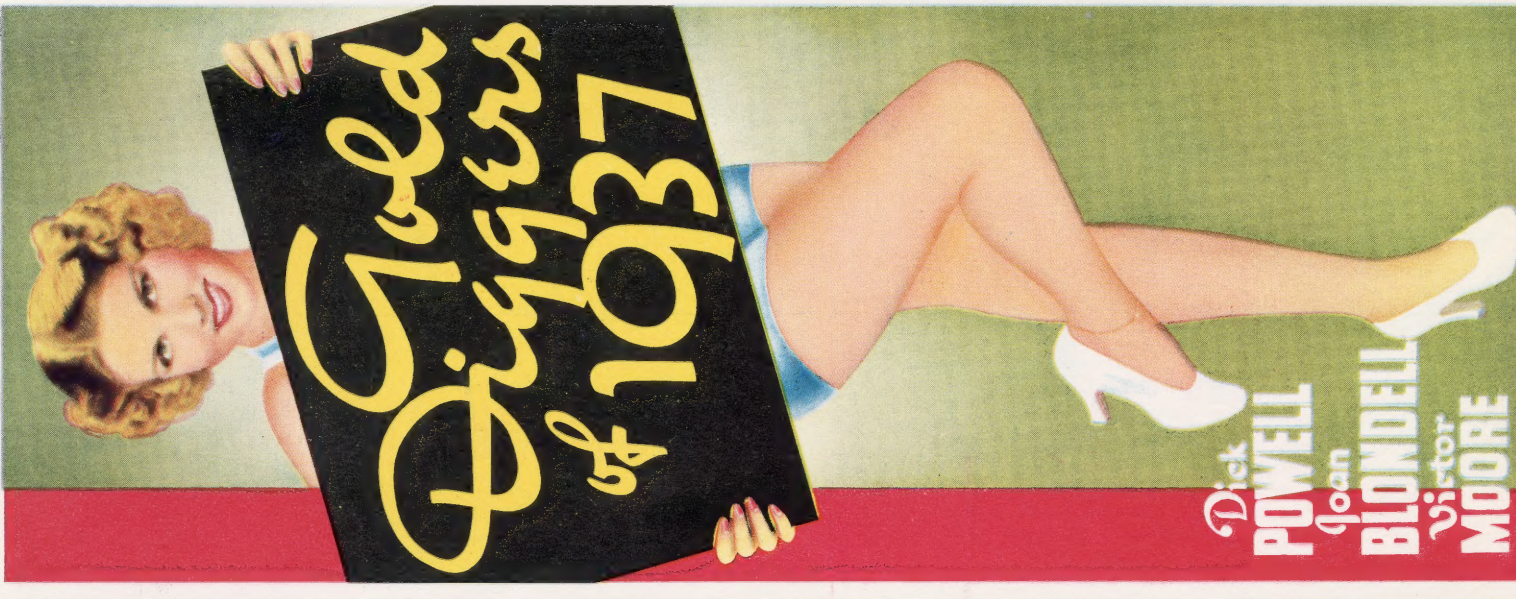
Warner Bros. PICTURES INC. PRESENT



Dick
POWELL
Joan
BLONDELL
Victor
MOORE

GLENDIA FARRELL · LEE DIXON · OSGOOD PERKINS
ROSALIND MARQUIS
Directed by LLOYD BACON
A FIRST NATIONAL PICTURE
MADE IN U. S. A.
CONTINENTAL LITHO CORP. CLEVELAND, OHIO

Warner Bros. PICTURES INC. PRESENT



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MADE IN U. S. A.
CONTINENTAL LITHO CORP. CLEVELAND, OHIO

Warner Bros.' new type of CARD HERALD!

Assorted in five different styles. Each card measures $3\frac{1}{8}$ x $9\frac{1}{4}$ inches (for convenient handling the five heralds are reproduced herewith on one piece of stock, but will be delivered to you cut apart).

This entire reverse side is blank for imprint or balance of your program.

PRICE: 1M to 4M - \$3.75 per M
5M & over - 3.50 per M

IN ADDITION TO REGULAR DISTRIBUTION, SEE PRESSBOOK FOR SPECIAL STUNT WHICH MAKES IT POSSIBLE FOR YOU TO MAIL THESE HERALDS TO YOUR PATRONS DIRECTLY FROM HOLLYWOOD.

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**

DIGITAL LIBRARY



www.mediahistoryproject.org